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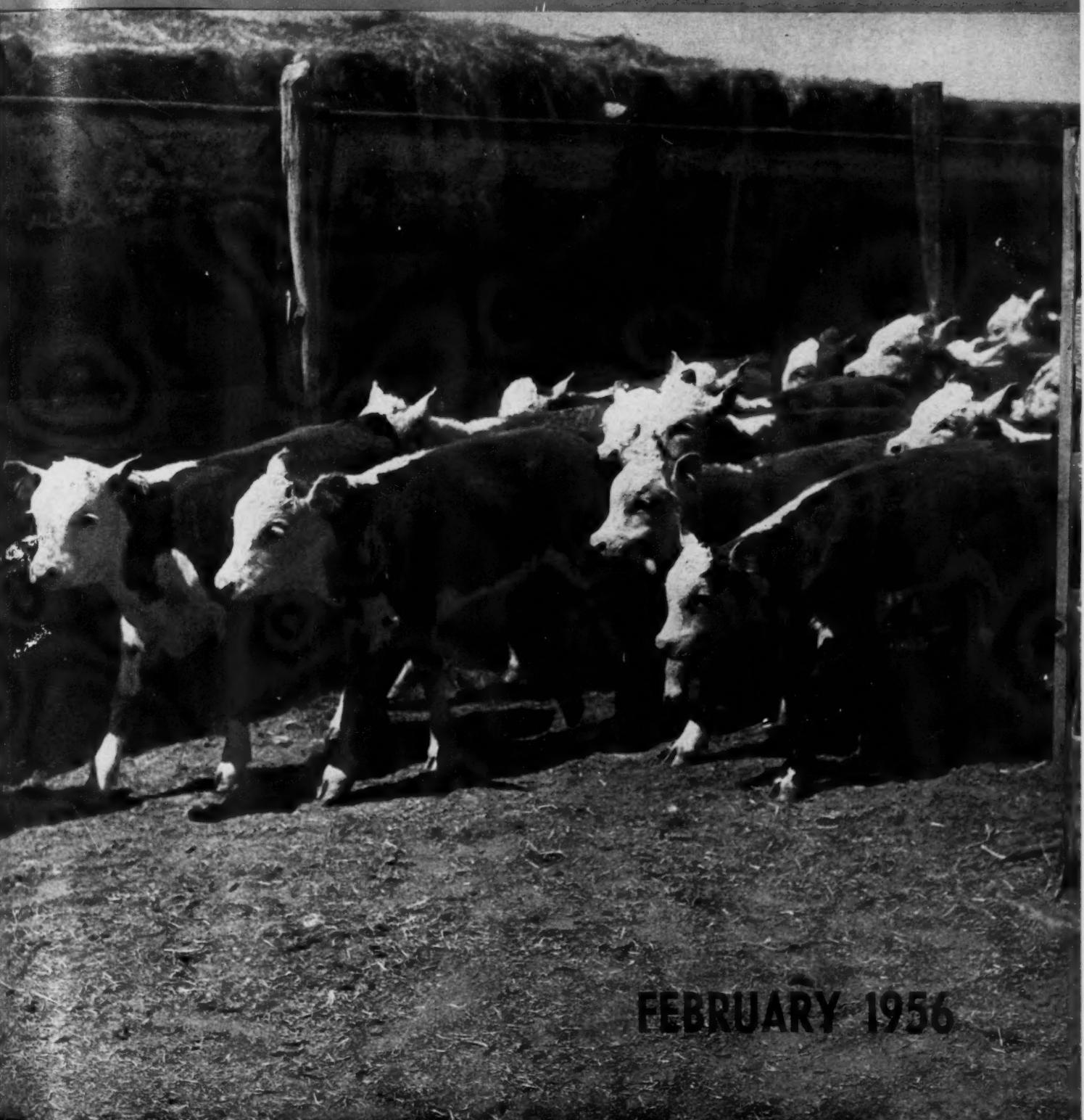
• THE CATTLEMAN'S BUSINESS MAGAZINE

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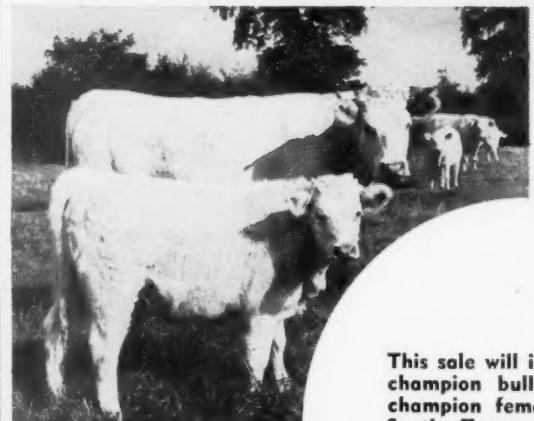
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Letters TO THE EDITOR

MILD, NOT MUCH SNOW — Looks like a long winter here in North Dakota (southwestern part of the county). So far we haven't had much snow, and this much of January (12th) has been mild; hope it stays that way.—**Leon Rivet, Jr.**, McKenzie County, N. D.

A FOREIGN SERVICEMAN WRITES —It has been my great pleasure and privilege being a member of your American Cattle Producer magazine. I am expressing my deep thanks and gratitude for the incalculable benefit I gained through your magazine. It is very sorry to say that I cannot continue to be a subscriber of your magazine any longer, because of the fact that I am returning home country very soon.—**Mok Sakyun**, Ft. Benning, Ga.

THE BREAKS—We had 18 inches of snow here early in December and have only a light covering now. Cattle are all doing fine, with ample feed supplies on hand. The extreme wet weather in December should help for a good grass year in '56.

We are starting to sell our cattle out of the feedlot now at less money per

pound than they were worth when we put them in—but those are the breaks of the game. Maybe next year will be better. If we weren't optimists we wouldn't be cattlemen—not for this long, anyway (28 years!).

I certainly enjoy the PRODUCER.—**L. R. Falen**, Owyhee County, Ida.

MOISTURE HELPS IN NEVADA—

We are having an ideal winter with a good deal of moisture, both by way of snow and some rain, and not too extremely cold. We have needed the moisture badly, and it is beginning to look as though our dry spell has actually broken.—**William B. Wright**, Elko County, Nev.

MIGHTY FINE—We've had some real good storms this month, and for this area we now have 2.59 inches of precipitation, which is 2½ times normal for January—with 10 days yet to go!—**Samuel C. McMullen**, secretary, Nevada State Cattle Association, Elko.

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801 EAST 17TH AVE., DENVER 18, COLO.

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ODUCER

The Lookout

Consumer incomes, industrial production, business investment, retail sales and nonfarm employment are at record levels as 1956 opens. Farm employment showed the usual seasonal decline from the end of November to the end of December.

Livestock slaughter, at an all-time record in the fall, is now declining. The USDA's Agricultural Marketing Service says slaughter this winter will be down seasonally, but above last winter. Cattle slaughter will equal or exceed last winter. A backlog of long-fed steers had been worked off fairly well by Jan. 1, and partly-finished steers and heifers of middle grades will make up a larger part of slaughter in weeks ahead than in the fall.

Slaughter of hogs is expected to decrease, as usual. Sheep and lamb slaughter may be slightly less than last winter.

Total meat output will likely exceed last year's during the first half of 1956, but it may be smaller than a year earlier in the second half. Only 1 per cent more cattle were on feed this January than last, but more were of the heavier weights. Consequently, more of the year's total fed cattle slaughter will probably come in the first half of 1956 than in 1955, and less in the second.

The 12 per cent larger fall pig crop assures a larger slaughter of hogs in the first half. But slaughter in the second half may fall below the second period of 1955, because a 2 per cent smaller spring crop is planned by producers.

Cattle prices in 1956 are expected to average slightly higher than in 1955, and hog prices slightly lower. Based on prospective supplies, stronger prices of meat animals are more likely later in the year than earlier. Prices of high grade fed steers may recover moderately early in the year, but will stay below last year's prices for several months.

Prices of hogs are expected to climb from the mid-December lows. However, no substantial rises are expected before mid-spring because of the sizable marketings of fall-born hogs in prospect. Lamb prices will probably go up seasonally during the winter.

Central market prices for many major farm products firmed up from mid-December to mid-January as marketings passed their seasonal peak. Livestock prices, which were down sharply the last quarter of 1955, showed some recovery from mid-December through the first half of January.

Prices of feed grains and many by-product feeds advanced in recent weeks from low points reached last fall. The sharpest increase has been in corn. The large volume of 1955 feed grains placed under price support so far this season has contributed to the strength in feed prices. Through Dec. 15, 88 million bushels of corn had been placed under price support, and a record quantity of sorghum grain. Amounts of oats and barley were smaller than in 1954 but larger than in any other year for that period.

Total cash receipts from farm marketings in December are tentatively estimated at \$2.7 billion, down 15 per cent from November but only about 2 per cent below December of 1954.

Receipts from livestock and products were about \$1.3 billion; crop receipts are tentatively set at 1.4 billion. Both estimates show the usual seasonal decline from November.

Index of prices received by farmers in mid-December stood at 223 (1910-14, 100), 7 per cent below a year ago. The index of prices received for livestock and products was down 7 per cent on the average. Meat animal prices averaged substantially lower.

Prices paid by farmers for commodities, interest, taxes and wage rates (parity index) in December averaged at the same level as a year earlier. Prices paid fluctuated very little during 1955, the parity index averaging 281 for the year, as in 1954. Prices of commodities used in production, however, showed a gradual decline over the year. Thus the parity ratio fell in the same proportion as prices received.

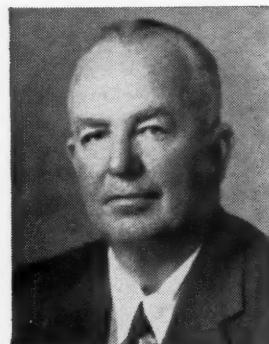
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WARD D. ARMSTRONG works with ranchers in California and Nevada. He is a partner of Mason-McDuffie Company, 2101 Shattuck Avenue, Berkeley, California, and a member of the American Society of Farm Managers and Rural Appraisers, the Institute of Farm Brokers and the California Society of Farm Managers and Rural Appraisers.



C. A. SAINT is V.P. and Sec. of R. A. Rowan & Co., 458 South Spring St., Los Angeles, Calif. He works with ranchers in Santa Barbara, Ventura, San Bernardino, Riverside, Orange, Los Angeles, Kern, San Luis Obispo, Tulare, King, San Benito and Monterey Counties. He is a Trustee of U.S.C., V.P. and Director of the Children's Hospital Society, V.P. and Director of The Automobile Club of S. California, Director of the Downtown Business Men's Assn. and the Building Owners & Managers Assn.



W. T. "WIFFY" COX serves north, central and southwest Florida from 166 E. Pine Street, Orlando. He is a member of the American Society of Farm Managers and Rural Appraisers and the American Society of Residential Appraisers. Having long been active in the ranching business, he operates his own ranches and groves.



STERLING HEBBARD serves ranchers in Arizona and western New Mexico from the Tovrea Stockyard Building, 5001 East Washington St., in Phoenix, Ariz. He is a Director of the Arizona National Livestock Show, member of the Maricopa County Sheriff's Posse, Saddle and Sirloin Club, Cowman's Club, Paradise Valley Country Club, American Society of Farm Managers and Rural Appraisers and is a partner in Bar Vee Cattle Company, among other interests.

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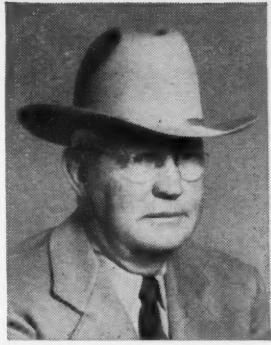
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STEWART W. GOODWIN is President of Percy H. Goodwin Company, 300 First National Bank Building, San Diego, Calif., and serves ranchers in San Diego and Imperial Counties, California. He is a director of the San Diego Transit Company, Solar Aircraft Company, First National Trust and Savings Bank and Kay Lab. He is a trustee of California Western University, President of the Fiesta del Pacifico, chairman of the San Diego Colorado River Assn. and director, San Diego Chamber of Commerce.



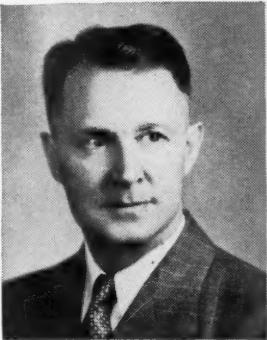
H. L. MARTIN is manager of the Southwestern Division of the Ranch and Farm Loan Department of The Connecticut Mutual, and is in charge of the San Antonio Office at 821 Frost National Bank Building. The major portion of his time is spent in inspecting farm and ranch properties, which curtails much of his civic endeavors. A farmer and rancher all his life, he owns and operates several stock farms at present.



HENRY C. HALL is senior partner of Hall and Hall, 408 Zook Building, Denver 4, Colorado. He serves ranchers in Colorado, Eastern Wyoming, Eastern Montana, Nebraska and Kansas. He is an Accredited Rural Appraiser, Past President and Member of the Executive Committee of the American Society of Farm Managers and Rural Appraisers, Member of the Advisory Committee Colorado Basic Land Inventory.



FREDERICK P. CHAMP, president of Utah Mortgage Loan Corp., in Logan, serves Utah, Idaho, and western Wyoming. He is president of the Cache Valley Banking Co. and chairman of the Commercial Security Bank, Ogden. He is past president of the board of Utah State Agricultural College, Mortgage Bankers Assn. of America and Utah Bankers Assn. and a member of the Task Force on Federal Aid to Highways of the President's Commission on Intergovernmental Relations.



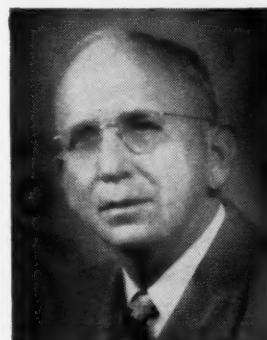
FLOYD E. ELLIOTT, president of Farmcraft Associates, Inc., serves Georgia from Americus. He is also connected with Farmcraft Service, Inc. of Oxford, Indiana. Both companies develop and manage farm and ranch properties. He is past president and member of the executive board of the American Society of Farm Managers and Rural Appraisers and is president of Farmcraft Seed Company, Inc.



HORACE A. DRYER of H. A. Dryer & Company at 525 Corbett Building, Portland, Oregon, serves the State of Oregon and southern Washington. He has been a ranch operator in Oregon and Washington since 1909. He is past president of the Portland Realty Board and Oregon Chapter No. 14 of the American Institute of Real Estate Appraisers. Currently, he is president of Multnomah County Taxpayers Association.



ELBERT W. ANDERSON, manager of Vermont Mortgage Company, 918 West Riverside Drive, Spokane, Washington, works throughout western Montana, Washington and northern Idaho. He belongs to the Rotary and is a trustee and member of the Finance Committee of St. Luke's Hospital and a trustee of the Y.M.C.A. in Spokane.



CLAUDE B. HURLBUT serves ranchers and farmers in the Texas Panhandle, eastern New Mexico and southern Colorado from 1521 Texas Avenue, Lubbock, Texas. He is a charter member of the Lubbock Kiwanis Club and a member of the Colorado Cattlemen's Association. For several years he was a director of the South Plains Fair Association, and is a member of the National Polo Association.



MILLARD G. SCOTT serves ranchers and farmers in South Dakota from 347 Dakota Ave., S., in Huron. He owns and manages several farms. He has been Pres. of the State Reclamation Assn. and the Assn. of Realtors. For 5 years he was a director of the National Reclamation Assn. and is an ex-member of the Natural Resources Committee of the U.S. C. of C. Active in U.S. and local Chamber work. Presently State Senator. Member of the American Soc. of Farm Managers and Rural Appraisers.



D. D. WOOD serves farmers and ranchers in the Mississippi Valley section of La., Ark., and Miss. He is a graduate of Mississippi State, with a BS degree in Agriculture and has completed graduate work in farm management and soils. He is Past Sec. and Treas. of the East Carroll-Madison Parish SCS District, Past Pres. of the Madison Parish C. of C., and owner of Wood Real Estate and Mortgage Loan Co., Tallulah, La.

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Resolutions of the 59th Convention

AS IN PAST YEARS, the convention of the American National has set the stage for activities of the coming months. Leading roles are assigned with the election of officers; a script is furnished in the resolutions adopted by the convention, and in these is contained a statement of the policies and beliefs of the National. A briefed version of the resolutions, as passed at the New Orleans meeting, follows:

THEY call for restrictions on the "soil bank" program, with diverted acreages not to be used for grazing livestock or production of forage, and commended Agriculture Secretary Benson for his efforts to maintain a free agricultural economy; asked for an Agriculture Department study of the beef consumption potential; promotion, advertising and research needs; cost and method of financing.

The delegates endorsed the work of the National Beef Council, formed in 1955 by the association; recommended full support of the cooperative approach to research on pasture and range management; requested appointment of an association committee to study federal beef grading problems at all industry levels; commended the USDA's beef grading service for improvements of the past year.

* * *

THE RESOLUTIONS called for expanded research into livestock diseases and establishment of a laboratory in the range cattle producing area; called for congressional appropriation of funds to study mucosal disease, study and testing programs on anaplasmosis, and calfhood vaccination against brucellosis, setting 1960 as a target date for eradication of the disease.

Further recommendations: that quotas be set on livestock and livestock products, to limit im-

ports to number of pounds exported in 1955; that the present government beef purchase program for foreign aid and school lunches be expanded; that land withdrawn for military use be inventoried to assure use of acres containing least valuable natural resources for defense agencies, and that the State Department negotiate with Mexico for possible utilization of land adjacent to our southern border for such purposes.

* * *

The association seeks an amendment to the Internal Revenue Act to make allowance for involuntary conversion of livestock herds in drouth areas; endorses principles of S.2548 concerning administration of national forest and other lands; wants proper allowances on forest and Taylor lands in figuring carrying capacities for issuing term permits following widespread drouth; opposes H.R. 6815 governing transfer of lands to states, counties, etc.; asks that legislation regarding disposal of L. U. lands purchased under various federal emergency relief acts embody the principles of H.R. 5088.

* * *

ADDITIONALLY, the membership recommended enactment of the Harris Bill "to restore right of the individual property owner to dispose of products of our soil in a competitive market . . . without unnecessary and unwarranted federal regulation;" asked that all government, industry and credit agencies act to set up a plan within the framework of the present banking system for extending needed long-term credit at reasonable interest rates to farmers and ranchers; strongly opposed further increases in rail rates on livestock.

are producing heavy-weight cattle from feeder cattle which weigh 800 to 900 pounds at purchase time.

* * *

"The feeder committee suggests to each of you ranch members that you check with your feeder customers and verify our contention that the cattle production business must shift rapidly to a calf and yearling basis. A two-year-old steer will soon be a thing of the past, the same as three- or four-year-olds."

* * *

The transportation committee favored freight rate reduction in fresh meats and packinghouse products and live stock, "provided the reductions are made on all these products percentagewise and uniformly from and to each of the origins concerned, so as to continue the present relationship between these products."

Highlights of Committee Reports at New Orleans

The marketing committee of the American National reported that as a result of feeder committee and marketing committee action during the year, the "commercial" beef grade will be divided, the young segment of the present grade to constitute a new grade.

* * *

The feeder committee reported that its No. 1 subject concerned heavy cattle: "We have seen this problem come and go in past years, but because of the widespread use of new feed products and a better understanding of cattle nutrition, we feeders find that we

BEEF—Across The Nation

Don Short, Medora, N. D., rancher and president of the North Dakota Beef Council, has been elected president of the National Beef Council upon the resignation of Jay Taylor, Amarillo, Tex.

The action came during a meeting of the organization's executive committee in New Orleans, Jan. 12, following the the American National's convention. Taylor agreed to remain as chairman of the advisory committee to the council.

* * *

Members of the American National gave formal endorsement to the National Beef Council's activities in a resolution which also urged that the USDA give encouragement to efforts of states to establish fund-raising programs. A parallel resolution also asked the USDA to undertake an extensive survey of marketing and promotional potentialities on a regional and national scope.

Forest Noel, executive director, reported on progress of the council and outlined the 1956 program which called for a budget of \$600,000 to be raised by state promotion units in accordance with situations in the respective states.

Noel reported that beef had been plugged on 10 major radio and television shows in an arrangement with Carl Erbe Associates, New York public relations firm. Among the artists who mentioned beef on their program or featured representatives of the council were Pinky Lee, Tennessee Ernie Ford, Bob Crosby, Bing Crosby, Art Linkletter and Edgar Bergen.

Among the functions planned for 1956 is the formation of a Beef Eaters Club in which national figures will be made honorary members. Agriculture Secretary Benson was so honored in New Orleans in a ceremony complete with Rancher Ed Karlen, Columbia, S. D., garbed in the costume of the famed Beefeaters who guard the royal castle in England.

* * *

Preliminary reports from Nebraska, Iowa and Tennessee indicate that livestock producers and feeders are giving their approval to a proposed national checkoff for meat promotion. Sample counties in those states are being canvassed to find if stockmen want the USDA to call a referendum on a nationwide market checkoff, funds from which would be split among the Meat Board, the National Beef Council and other meat promotion agencies. The sampling project was sparked at a recent conference of Nebraska and Iowa governors and various livestock groups.

* * *

The American National Cattlemen's Association and its affiliated state associations have received a second cita-

tion from the U. S. Treasury Department.

The citation, presented during the New Orleans convention, salutes the associations for development and participation in the second annual Cattlemen's Savings Bond Campaign which is still being conducted in many areas. The award, "for patriotic service to community and nation," features a color engraving of the Minute-Man statue, symbol of the bond program, and a United States flag. It is signed by Treasury Secretary George Humphrey and Earl O. Shreve, director of the Savings Bond program.

In his presentation remarks, Louisiana bond executive Ernest Roberts commented that stockmen are among the first to realize that wise investments are necessary to make the "good times help carry the bad."

Ike Compliments Research Group On Questionnaire

Alan Rogers of Ellensburg, Wash., chairman of the American National research committee, has received a letter of commendation from President Eisenhower in the recently completed survey of cattlemen's production problems and research needs. The chief executive referred to this as an example of "the partnership of private industry working with federal and state agencies in solving some of their problems." He referred to himself as "the owner of a tiny herd" at his farm in Gettysburg, Pa., and to his consequent interest in the study, which was conducted among thousands of cattlemen in major beef states to determine pressing disease and management problems requiring future scientific research. Findings have been tabulated, analyzed, and printed in a special bulletin by Washington State College.

From The Editor . . .

The cattlemen at New Orleans commended Agriculture Secretary Ezra Benson for his efforts to "maintain a free agricultural economy." This is a reiteration of sentiment expressed in past years. The Rocky Mountain News, Denver, put it neatly: "They don't want government subsidies for themselves, even though subsidies for feed grain have helped put the squeeze on them. If it had not been for subsidies, agriculture would not have produced the vast surpluses which have kept the market behind the rest of the economy. The cattlemen see the trap in subsidies and don't want to get caught in it. In this they courageously are sticking to principle."

* * *

President Jay Taylor drew this picture of the effects of subsidies: "It's just like a dam on the Mississippi. Sure, you can store plenty of water behind the dam, but Ol' Man River

keeps right on rolling, bringing more and more water every second. You can't just keep building higher dams and storing more water—because that water is still there to hang like doom over everyone downstream."

* * *

He lauded the "concentrated work" at the annual meeting, "yet we know that a three-day convention does not spell the entire story of an industry—it's the other 362 days of the year, too." That remark is typical of the attitude of association presidents. And they have always continued serving the industry long after their terms in office. For example, A. A. Smith (1948-49) was chairman of the busy building committee; Frank S. Boice (1942-43) has long served as chairman of the National Live Stock Tax Committee.

* * *

F. E. Mollin closed his report to the convention in New Orleans with these words: "This is my last report to you as secretary. As I look back, I am sure the thing that attracted people to the organization was that the American National has always been a fighting organization. . . . Don't give up the fight."

* * *

Some newspapers interpreted Mr. Mollin's remarks as announcement of his retirement. Actually he will continue on as treasurer and will keep on giving the association the benefit of his store of knowledge of the livestock world. Right after the convention he went to Washington, D. C. to testify on the "soil bank" proposal.

* * *

Rad Hall takes over the active executive secretaryship. He knows the ropes, with the background of 10 years as assistant secretary. At month's end in the midst of post-convention work, he appeared before the Arizona Cattlemen's convention in Tucson. In late January, too, president-elect Don Collins of Kit Carlson, Colo., was a featured speaker at the Alabama cattlemen's meeting in Montgomery.

* * *

Chairman Cliff Hanson of Jackson, Wyo., outlined to the convention the work of the public relations committee in beef promotion and improved ranch-urban understanding, as implemented by Publicity Director Lyle Liggett through such means as Farm-City Week, the Cattlemen's Bond Campaign, magazine articles and news releases, speeches, cooperation with the Cow-Belles on Beef for Father's Day and films for television, schools and civic clubs. . . . Just before the New Orleans meeting Mr. Liggett spoke at the Georgia cattlemen's convention at Waycross.—D.O.A.

YOU ARE NEEDED

The Ground Observer Corps is calling for volunteers who can serve a few hours a week as civilian plane spotters. Answer this call; help keep your country safe from air attack.

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The American National chalked up an association "first" in electing Don C. Collins of Kit Carson, Colo., to the presidency.

It's the first time a man selected for the top office has followed in his father's footsteps. . . . just 23 years earlier, Don Collins' father, the well loved Charles E. Collins, was chosen to lead the cattlemen and did so for the years 1932-35. But anybody who knows son Don will tell you that it is his personal integrity, ability and pleasantness that got him top-cattleman recognition.

Like his father before him, Don Collins is a typical American cowman—a successful rancher and businessman who has known and shared the ups and downs of his neighbors on the ranches—a man willing always to devote time, energy, money to the building of the cattle and beef industry.

The new president was born at Baxter Springs, Kan., in 1903, moved to what was to become the "home place" at age five. His schooling he got in eastern Colorado, in Denver and at Manhattan, Kan., and then young Don joined his father in running the ranch.

There, he's known drouth and tough times—but he has some pretty solid ideas on how to manage the several-hundred Hereford herd he runs on river-bottom pastures and sandhills criss-crossed with many historic cattle trails. It's a good, practical operation. One of its owner's strongest beliefs is profitably practiced there—a belief in the great need for sanitation and disease control. It's a theory that pays off, Don Collins has found, on the ranch and at the market place.

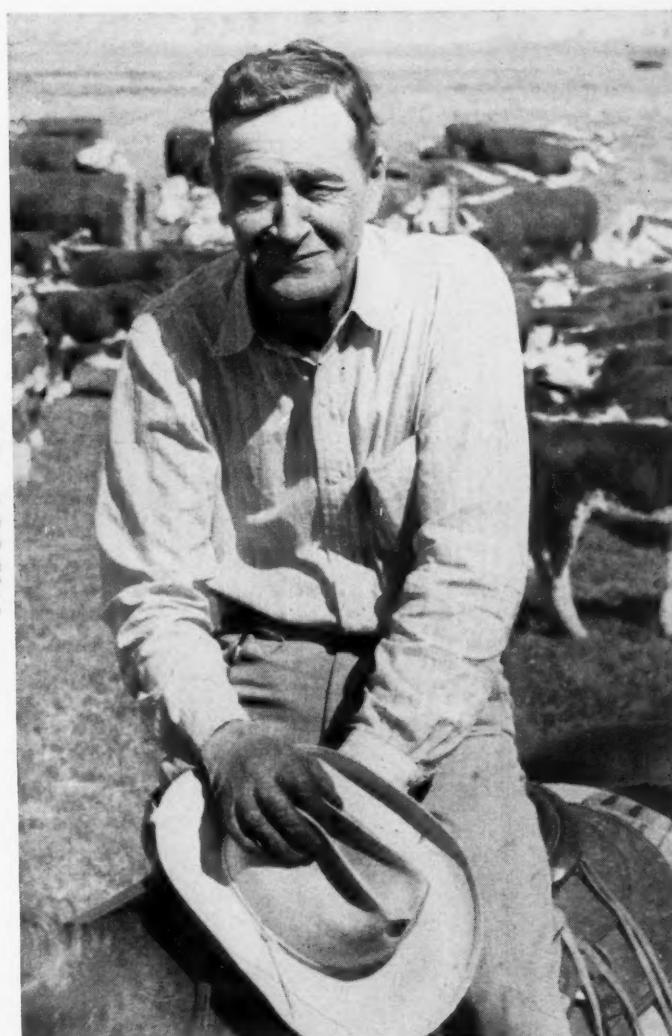
Many Interests

Characteristically, Mr. Collins has room among his interests for more than ranching and business (he heads the Franklin Serum Company as well as a bank at Kit Carson). He serves his community and state in many ways, was a state senator for 10 years and served on the Colorado legislature's five most important committees and as senate president, pro tem. Many believe he would have gone on to higher state office if he had stayed in politics, but he resigned from the senate when he became first vice-president of the American National two years ago. He has also been a leading figure in the Colorado Cattlemen's Association.

Mrs. Collins is the former Blanche Brown. Daughter Polly, of whom her parents are rightly proud, is one of the few girls to receive an animal husbandry degree at Colorado A&M College; she is now working with the Arizona National Live Stock Show. Mrs. Collins, a friendly, attractive person, is often at her husband's side as he travels on behalf of the stockmen he represents.

And the tall, quiet man from the town with the historic name promises to make a real name for himself too, in the coming year, as an effective spokesman for the nation's cattlemen.

Cattleman's Cattleman



The American National's new president, Don Collins.

Here you see the grazing cattle, the saddled horse, the typical clothing, the weathered grin of the western cowman.



The American National's first family. Mrs. Don Collins, President Don Collins, Miss Polly Collins.

make "double" sure with BLACKLEGOL® "S"

There's no argument that two "six-guns" give better protection than one—and the same holds for Blacklegol "S."

Cutter Blacklegol "S" gives double protection because it gives your animals long term immunity for blackleg *and* malignant edema at little more cost than blackleg vaccine alone.

Blacklegol "S" is Alhydrox-fortified. Alhydrox,® a Cutter exclusive, retains the vaccine in the animals' tissues longer, releasing it slowly to build peak immunities.

For double protection use
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**Make double sure—plus!
with BLACKLEGOL® "S-HS"**

This triple vaccine provides the same long-time protection against blackleg and malignant edema as Blacklegol "S"—plus building seasonal resistance to shipping fever. Just a few pennies more per dose; order from your Cutter dealer.

'National' Has Able Leaders, Loyal Members

Radford S. Hall, new executive secretary of the American National Cattlemen's Association, has been with the organization since 1945, when he became the assistant secretary. When he joined the National, however, it was not as a newcomer to the livestock industry; he had previously been employed by Swift & Company after leaving school, and for ten years before he came with the cattlemen he served as field man and advertising manager for the weekly Record Stockman at Denver.

Rad Hall was born at Trenton, Nebr., in 1906 and was brought to Colorado when he was about 10 years old. He attended school at Pueblo and Victor, and then the family lived for a short time in Salt Lake City. When the Halls took up residence in Denver, young Rad attended East High School and then the University of Colorado at Boulder. He is a member of Sigma Chi Fraternity, belongs to the Bonnie Brae Baptist Church in Denver and to the Agriculture Club.

He is married to the former Florence Fulton, daughter of the late Willis N. Fulton, one-time editor of the Record Stockman. There are two young Halls—Radelle, a graduate of Denver University last year and now employed in an attorney's office, and Radford Skidmore II (known as "Skid"), a junior high school student.

Mr. Hall has made numerous trips to Washington to represent the nation's cattlemen at congressional committee hearings, and has in recent years become very widely known among the cattlemen themselves.

* * *

F. E. Mollin, who announced his retirement from the post of executive secretary of the American National in January, is truly a veteran of the beef cattle industry, for in May he will have completed 50 years of unbroken service to livestock interests . . . and the connection continues, as he stays on as treasurer of the association.

Mr. Mollin is a native of Genoa, Nebr., where he was born Sept. 22, 1887. He attended high school and business college in Lincoln and in 1906 joined the firm of Kent and Burke in Genoa as bookkeeper-stenographer, from which post he rose to that of treasurer and general manager of the company's extensive cattle and hog feeding

On this page, and in the preceding story on Don Collins, are presented short biographies of the men who lead the American National. F. E. Mollin, retiring this year from the post of executive secretary which he has held for 27 years, will remain with the



American National officers in a round robin of good wishes. (L. to r.) F. E. Mollin, retiring executive secretary; newly elected President Don Collins; the new first vice-president, G. R. "Jack" Milburn, and the new executive secretary, Radford Hall.

operations. Until 1929, when he left to become the National's secretary at Denver, he lived and maintained his office in Omaha.

Since taking on the job a half century ago, "Ferd" Mollin has traveled almost a half-million miles by air and about as much by other means of transportation on behalf of the American cowman. In that time he has seen the organization grow from some 1,000 individual members and 12 state affiliates to the present 100,000-man membership, with 26 state and 120 local and county group associations.

Mr. Mollin is married to another Nebraskan, the former Clara Watson, and they have three children—Lawrence, a Denver businessman; Edwin, who practices orthopedic surgery in Akron, O., and Mrs. Wm. E. Bower of Denver. There are eight grandchildren.

* * *

G. R. "Jack" Milburn, new first vice-president of the American National, is a veteran of many years in Montana ranching.

Part-owner and manager of the famous N-Bar ranch near Grassrange, Milburn has piled up more than 35 years of experience with commercial Herefords and Angus, purebred Angus and with sheep. He currently runs a cow herd of 1,000 blacks on summer range and improved pastures.

Mr. Milburn, who draws his nickname of "Jack" because he was born on the 82nd anniversary of Andrew Jackson's victory near New Orleans in the

War of 1812, is a native of Montana, having lived in Miles City and Helena and graduated from Montana State College in 1916. His father was a lawyer and, later, a Montana Supreme Court justice.

Jack returned to Montana and a ranch on the Dearborn River north of Helena after distinguished service as a pilot in the AEF during World War I. He had trained with French Air Service.

He moved to the N-Bar in 1930 to take over active management for partners Norman B. Holter of Helena, Reno H. Sales of Butte and Jack's brother, E. B. Milburn.

President of the Montana Stockgrowers Association in 1952-54, Milburn had also served as an officer and director of the Montana and national Angus associations. He is livestock representative on the boards of the Montana Power Company and of the Federal Reserve Bank.

For the American National, of which he has been an active member for many years, Mr. Milburn has served on the public lands, public relations, legislative and executive committees and on the general council.

In 1953 he was chosen "Livestock Man of the year" by the Record-Stockman newspaper.

Jack was married to the former Dorothy Cosier of Poplar, Mont., in 1927. They have two children—G. R. Milburn, Jr., an Air Force veteran of Korea who is with his father on the ranch, and a daughter, Mrs. John R. Asbridge of Bethlehem, Pa. — and four grandchildren.

association as treasurer. Rad Hall, serving until now in the capacity of assistant, was named at New Orleans to succeed Mr. Mollin. "Jack" Milburn, the new first vice-president, is well known in the organization, having served it on the executive committee.

The Market Picture

EXCESSIVE SUPPLIES OF GRAIN-fed cattle continued to pour into markets over the country, so that dressed beef markets continued under pressure. A slight pick-up in dressed prices shortly after the first of the year soon disappeared.

At the same time, the supply of long-fed heavy steers continued liberal, so that a wide price spread prevailed, where choice light steers were able to bring from \$20 upward, while some choice heavy steers were selling at \$18 or below.

At the same time, while fat cattle continued under pressure, stocker and feeder prices looked relatively high, based on current fed cattle prices. At the Denver stock show in mid-January, choice quality fleshy feeder steers scaling from 800 to as heavy as 1,000 pounds, sold from \$17 to \$18, some outstanding quality 840-pound weights \$18.50 to \$19.

Yet, choice longfed steers at the same time scaling around 1,200 to 1,300 pounds were having to sell around \$18 to \$19 at many markets, with only strictly prime around these weights able to reach up to \$20 in a limited way.

Thus, average stock cattle prices were running only \$3 to \$4 under last year on steers, heifers were scarcely more than \$2 under a year ago, and calves within \$1 to \$2 of last year. On the other hand, bulk of the grainfed cattle were \$5 to \$6 under a year ago, with prime steers at Chicago as much as \$10 or more lower.

The recent trend toward a widening price spread between calves and heavier mature steers was well pointed out at the Denver show. Numerous strings of choice steer calves brought \$20 to \$22.50, with occasional loads \$23 to \$24.50. On the other hand, good and choice yearling steers, especially those 600 to 700 pounds, bulked around \$16.50 to \$17.50. Only those in the near-calf weights or

short-yearling order around 500 to 550 pounds were able to reach \$20 to \$21.

Much interest was shown in the recent cattle feeding survey released by the Crop Reporting Board. After a reported increase of 25 per cent in the Corn Belt as of Oct. 1, total numbers over the country as of Jan. 1, 1956, were reported as only 1 per cent above a year ago. This indicates an increase of 15 per cent in the marketing of fed cattle during the last quarter of 1955, while at the same time 10 per cent less replacements than a year ago moved in.

How soon this heavy liquidation will show up in current slaughter is a question, since recent inspected weekly slaughter of cattle continues to run close to eight per cent over last year, with heavier weights running the tonnage up to 11 per cent more than a year ago.

Regional distribution of reported numbers of cattle on feed presents an interesting pattern and reflects to some degree feed and crop conditions. In the eastern Corn Belt, where the corn crop was large, numbers are up nine per cent. On the other hand, in the western Corn Belt, where the crop was short, numbers are down four per cent. Colorado reported an 18 per cent decrease, with Nebraska down nearly 25 per cent. California continued to lead the western states in feeding with an increase of five per cent, with close to 490,000 head reported Jan. 1.

The total number of head estimated over-all was 5,823,000 compared with 5,786,000 head a year ago and the recent five-year average of 5,001,000 head.

Another feature of the cattle feeding survey was the shift in the weights of those in feedlots. Generally, calves and light yearlings were down considerably in number, while heavy cattle were up. At the same time, most cattle were considerably longer fed than a year ago.

Some inquiry was developing in the southern Plains for spring delivery of stocker and feeder cattle off winter grass. A few loads choice calf-weight yearlings around 425 to 500 pounds were reported in New Mexico contracted at \$20 for spring

delivery. Asking prices were generally around the \$20 mark, with some buyers talking around \$18. Bids and asking prices on heifers were around \$2 under steers.

A few strings stock cows were selling at \$85 to \$115, some high quality heavy cows in the southern plains with calves at side up to \$150 per pair. Butcher cows were in good demand, with beef cows of utility grade bringing \$10 to \$11.50, loadlots of high utility and commercial grainfed cows brought \$12 to \$13. Canners and cutters cleared at \$8 to \$10.

A small volume of prime steers, generally scaling under 1,250 pounds, reached \$23 to \$24.50 at Chicago, but most choice and prime steers had to sell at \$18 to \$22, not much volume above \$21. Some prime heavy steers scaling 1,400 to 1,500 pounds had trouble moving at \$18 to \$20, some heavier weights in the \$17 bracket. Good short-fed steers ranged \$15 to \$17.50, some handyweight light yearlings \$18 to \$19. Good and choice fed heifers sold from \$15 to \$19, with high choice and prime in a limited way reaching \$20 to \$21.50.

The expected cut-back in excessive hog marketings failed to materialize, and many in the trade held little hope of price improvement for beef as long as pork items were selling at retail levels well under beef items. There was some indication by late January, however, that hog marketings might level off with resulting price improvement. —C.W.

STILBESTROL EFFECT NOTED

Feeding tests with stilbestrol at the Agricultural Research Center, Beltsville, Md. confirm that this hormone-like chemical, used in approved amounts in finishing rations for beef cattle, can save feed but does not shorten the time required to give steers desired degree of fatness. Dr. T. C. Byerly, assistant director of livestock research for the USDA's Agricultural Research Service recently stated that stilbestrol-fed cattle must be marketed at heavier weights than other animals. The research showed the drug improves daily rate of gain in cattle, permitting substantial savings in amount of feed required for finishing.

NEW OFFICERS OF NATIONAL



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Swift's 1955 business, like yours, showed a big difference between gross and net

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Show some folks the figures on *gross* income from farming or ranching and they'll say: "Those fellows must be doing all right!"

Trouble is, many people don't stop to think about the big difference between your "gross income" and your "net" . . . the difference between total receipts from the sale of your products and the amount you have left *after* production bills are paid.

We often run into the same kind of problem. Because our business is one of those in which the margin between total income and outgo is small . . . there's a big difference between gross and net.

A few figures from Swift's annual report for 1955 will show you what I mean:

Last year, Swift took in \$2,404,123,642 from the sale of meat and other products. But our expenses, including the cost of livestock and other raw materials, added up to \$2,381,230,487.

In other words, expenses took 99 cents out of our average sales dollar . . . leaving one cent as profit.

To earn that penny of profit per

sales dollar, Swift performed many essential services. Most important of these was helping to provide a market for your livestock and other products . . . converting the things you raise into the food products consumers want, shipping those products where the consumer can use them, and making them attractive and convenient enough to induce your customers—and ours—to buy them.

In the next column you'll find the full story-in-figures of Swift's business in 1955.



John L. MacLean

TREASURER,
SWIFT & COMPANY
UNION STOCK YARDS,
CHICAGO



To Serve Your Farm and Family Better

Swift's business in 1955

Total sales of meat and other products . . .	\$2,404,123,642
Total expenses, including taxes . . .	\$2,381,230,487
Total net earnings	\$ 22,893,155

Of our average sales dollar:

- 71 2/10 cents was paid out for **livestock** and other "raw materials"
- 14 1/10 cents went into **wages and salaries** of the 78,000 people who work for us
- 5 3/10 cents was spent on **supplies**—fuel, electricity, containers, sugar, salt, etc.
- 2 8/10 cents covered our **transportation** bill for moving your products to consumers
- 1 5/10 cents was taken by **taxes**—federal, state and local . . . actually more than net profit
- 4 1/10 cents was needed to cover **other expenses**—interest, depreciation, rent, communications, insurance, advertising, etc.
- 1 cent was left as **net profit**.

Speaks On The American Way

(One of the well enjoyed speeches at the New Orleans convention was made by Leander H. Perez, generally known as Judge Perez, a district attorney in Louisiana for the past 31 years. In 36 years of public life as an elected official, he has come to be known as a leading authority on the subject of state's tide-lands, widely recognized in the legal profession, particularly as an authority on Constitutional law. Herewith, excerpted portions of Judge Perez' address.)

THE AMERICAN WAY OF LIFE is unique among the peoples of the world. It is deep rooted in our country's traditions. Our American way of life originated with the original colonial settlers who came to the wilds of America to satisfy their insatiable desire to live in freedom.

That same desire for liberty and freedom impelled our forefathers to declare their independence in 1776. A few years later, in 1789, leaders of the original 13 states joined together under a mandate from their people to draft a constitution for a central government, with limited delegated powers, reserving to the states and to the people all rights and powers of government not specially delegated to the federal government.

The duty of protecting its citizens in their enjoyment originally assumed by the state rests with the people themselves, where it remains. Rights appertaining to life, liberty and property, defining them and providing for their vindication under our constitutional form of government, belong in codes of municipal law regulatory of private rights between man and man in society and are reserved to our state legislatures. The greatest bulwark for the preservation of our liberty and freedom, our American way of life, is the staunch citizenship provided by the wide open spaces, on the farms and ranches.

In modern times, with expanding foreign ideologies founded in Marxism and Communism, there is an ever-present threat of infiltration and a relentless cold war to influence the minds of the people away from our American way of life. Unfortunately much progress has been made by our enemies. In recent years exposures have been made of persons high in government positions subject to communistic discipline.

Let us consider for a moment the implications of some proposed anti-American measures.

Under the guise of full employment, a proposed measure would have drawn on the Reconstruction Finance Corporation for a first allotment of \$15 billion to be placed in the hands of a full employment commission with authority to



Don Collins is a working cattleman who knows the importance of healthy herds.

regulate employment in all industries.

Under the Omnibus Civil Rights Bill, patterned after some clauses in the United Nations' charter, the rights of the state to regulate personal conduct of its citizens, the setting up of an all powerful federal police state to guard the rights of the citizens would have been set up.

Under the FETC the federal government bureaus and their myraids of agents would have had access to the records of every business and industry in the country. They would have controlled the employment on farms and factories under the guise of not discriminating against any American.

Under the Genocide Convention, which was recommended to the United States Senate for ratification, all crimes involving homicide or physical injury would have been subject to prosecution in international courts of justice.

The International Bill of Human Rights was designed to destroy states rights in domestic affairs and in matters of offenses against the state.

The Resolutions for World Government are too well known, fortunately, and a combination of patriotic and good statesmen, both republican and democrat, have joined together and turned back this foreign ideological attempt.

The Brannan Plan would have set up bureaucratic control of every farm in the country.

So under those baneful influences, under the constant urging of those who infiltrated our government in high positions, fellow travelers who had devious ways of carrying out the purposes of our enemies, we were almost the victim of allied socialistic government.

Those of us who love the wide open spaces and who breathe the God-given fresh air and are fortunate to enjoy the outdoor exercises on farm and ranch must keep strong and devoted to the American way of life so that we may hand down to posterity the glorious traditions and blessings which go with the American way of life.



From scattered points came (l. to r.) Ray Theurer of Providence, Utah; Sam Hyatt of Hyattville, Wyo. (a past president of the American National); Roy Bankofier of Fernley, Nev.; Harvey McDougal, Rio Vista, Calif.; Garland Meador, Prairie City, Ore.; Frank W. Chambers, Canadian, Tex.; Charles W. Labadie, Oklahoma; E. S. F. Brainard, Canadian, Tex.; R. H. Wilson, Missouri.

Explains Farm Plan

PRESIDENT EISENHOWER HAS sent to the Congress his special message on agriculture. It is the recommendations in that message that I wish principally to discuss with you.

The program presented by the President is the administration's program—it is my program—and it is your program because it came from the grass roots. We asked for—and we received—the suggestions and criticisms of literally thousands of farmers and ranchers, in every type of agriculture, from every part of the country. We worked closely with the bipartisan National Agricultural Advisory Commission. I thank all of you for your interest, and for the ideas you contributed. These recommendations represent valuable additions to our sound, basic program of 1954.

These are troubled times for families on our farms and ranches. Our nation has been blessed with unprecedented prosperity—but it is a prosperity in which families on the land have not adequately shared.

We must free the farm economy from the distortions that had their roots in wartime needs. The plain fact is that wartime production incentives were continued too long. We must provide means for cutting down surpluses. We must widen markets. We must help farmers and ranchers cut costs, balance production and increase their incomes.

Farm people deserve their full share of this nation's prosperity. I did not become secretary of agriculture of the

QUOTES FROM THE SECRETARY

I believe that our farm and ranch people want to produce for markets and not for government bounties. I believe firmly that a planned and subsidized economy tends to weaken initiative, to discourage thrift, to destroy character, and to demoralize the people.

* * *

There are many things the government can and should do, but the government should not take over. We want a maximum of freedom for our farm people and a minimum of government regulation and control.

* * *

I am grateful for what this organization represents, for what it stands for, and I wish for you every possible success, that you may continue to make your contribution to the welfare of this nation and the safeguarding of its institutions; and toward the objective which I am sure we all seek, namely, an expanding, prosperous and free agriculture.—Secretary of Agriculture Benson speaking to the American National delegates at New Orleans.

United States to stand idly by wringing my hands while our farm families suffer year after year of economic decline.

The nine-point program we propose is a workable approach. Here is what it will do: It will reduce surpluses. It will gradually bring production and markets into balance at fair prices. It will provide more economic security and a fairer share of the national income for farm people.

We are blessed in America as are few other people by the abundance with which our agriculture can produce. Yet the biggest difficulty we face in our farm problem is the mountainous surpluses that have accumulated—the results, I repeat, of wartime incentives too long continued.

Our economists estimate that farm prices right now might be as much as 10 per cent higher if we did not have these surpluses. They estimate that these surpluses reduced farm income by the staggering sum of more than \$2 billion in 1955. Without these surpluses net farm income last year might have been as much as 20 per cent higher.

Your federal government now has some \$7.7 billion invested in price-support operations—including an inventory so huge that storage charges alone are about a million dollars a day.

We have made tremendous efforts to dispose of these surpluses. During the past three years we have moved into consumption more than \$4 billion worth. Yet, for each bushel equivalent sold, about one-and-a-half has replaced it in the stockpiles.

Nor is this all. As the President said in his message, "Other consequences of past farm programs have been no less damaging. Both at home and abroad, markets have been lost. Foreign farm production has been increased. American exports have declined. Foreign products have been attracted to our shores."

Shrinking markets, particularly for the crops we normally export in quantity, have forced drastic acreage controls upon our farmers. In the past two years, compelled by old laws, farmers have taken 29 million acres out of wheat and cotton.

No Solution

But this has not solved our problems. It has merely spread them. The diverted acres have been shifted to other crops—and the consequences onto other producers—until now almost every farmer and rancher, regardless of the crop or the livestock he raises, is hurt.

More than half of the diverted acres have been shifted into oats, barley, and grain sorghums—the end product of which has been still more meat, milk and eggs at a time when production was already high and rising.

Three years ago work began on what became the Agricultural Act of 1954. Although it did not embody all the recommendations then made, this was—and is—sound legislation, developed and passed with bi-partisan support. It

included the essential principle of price flexibility to help keep supplies of various commodities in balance. Yet, for two reasons, the Act of 1954 is inadequate to the challenge before us. First, it only began to take hold with the harvests of 1955. Still more important, its operation is smothered by the pressure of surplus stocks amassed under the old program.

To make any sound, long-time program work, the surplus stocks must first be reduced to manageable proportions. We cannot continue merely to shift acres from one crop to another, building new and larger surpluses. Neither can we let the problem of crops become millstones around the necks of livestock producers.

Remedies are needed now—this year. We must go forward—not back to old programs that have failed so completely to serve the best interests of farm families.

If the Congress acts without delay, this program of immediate and lasting benefit will quickly begin to make itself felt. In terms of dollars, this could be a program involving more than \$1 billion—this year, partly in the form of commodities which the government al-

BENSON ON SOIL BANK

I am not unaware of your concern over the "soil bank" proposal to convert 25 million acres of cropland to grass and trees—by far the largest proportion of it would be grass. This you may be inclined to look upon as adverse to the interest of cattlemen.

It is specifically for the protection of cattlemen and dairymen, whose production already is high, that we have proposed a grazing restriction for a period of years on the soil acres in the conservation reserve.

I am aware that should good pasture exist on one side of a fence and poor pasture on the other, there might be an unusual tendency for fence posts to rot off at ground level. I might believe that problems of this kind would be less than you anticipate, but, actually, we do not need to debate the point. The additional grass resources proposed in the conservation reserve are, in any event, much to your advantage.

If there were no grazing restriction, the conservation reserve acreage shifted from crops to grass would produce sharply less total feed even if all the additional grass were grazed. Feed grains, in the ratio of oats, barley and grain sorghums now grown on acres that we anticipate would come into the conservation reserve, produce three times as many feed units per acre as would pasture.

I say again, if there were no grazing restrictions on the conservation reserve, the competitive pressure upon you would be reduced. The grazing restriction is recommended in order that such pressure for a time may be reduced still further.

ready owns. I do not mean to say that it represents that much of an increase in farm net income, but it could be, I repeat, a billion-dollar-plus program for 1956.

In our recommendations, we have given full consideration to the interests of livestock producers. Cattle and calves are the largest single source of cash farm income—and livestock and its products, taken together, bring in about 56 per cent of all farm income from marketings.

The Proposed Program

To meet the twin problems of surpluses and diverted acres—to bring supplies into better balance with what our markets can profitably absorb—the President has recommended a "soil bank." It is a soil bank of two parts—one immediate and short-range in effect, the other pointed toward longer-time adjustments.

One part of the soil bank proposal has been called an **acreage reserve**. It would be voluntary and temporary. It calls for a temporary cut in production of the crops now in greatest surplus. Through temporarily reduced produc-

tion it would provide opportunity to work down accumulated surpluses to more normal levels.

We are recommending that Congress consider a voluntary additional reduction in the acreage of certain crops which today are in serious surplus—wheat, cotton, corn and rice.

The essence of the recommendation is that farmers will **voluntarily** reduce plantings below their acreage allotments. In return they will receive certificates equal to a specified percentage of their normal yield on the acres they withhold. The certificates will be negotiable so farmers can convert them to cash. They will be redeemable by the Commodity Credit Corporation either in cash or in actual commodity at a specified rate.

This rate will be set at an incentive level high enough to assure the success of the program.

Because his income will be protected in this manner, the farmer will contract neither to graze nor to harvest any other crop from acres he puts into this reserve.

For an individual farm the program

would work this way: A farmer with an allotment of 100 acres of wheat might choose to plant only 80 acres and to put the other 20 acres into the acreage reserve. His base acreage allotment would not be affected by participation in the program. He would agree not to graze or to harvest any other crop from the 20 acres.

Suppose this particular 20 acres would normally have produced 400 bushels of wheat. In return for withholding it temporarily from production, the farmer who voluntarily participates would receive a certificate, the value of which will be set at an incentive level sufficiently high to assure success of the program.

He will, in effect, have net income insurance on the 20 acres he does not plant. He will be assured income from these reserve acres even in a year of complete crop failure.

With production reduced by the amount that otherwise would have been harvested from the acres withheld—on this farm and all others—the Commodity Credit Corporation can then use part of its accumulated stocks to supply market needs. And it can do this without depressing prices for wheat farmers will be selling.

Let me express this another way: The quantities that are not produced, because farmers withhold a part of their allotted acres, will create the opportunity for a market into which the Commodity Credit Corporation can begin to disgorge its accumulations. If it unloads as much as this market will take, market prices will not be adversely affected. If it unloads somewhat less, market prices for what farmers currently produce might be expected to improve.

We would use the surplus to use up the surplus.

The voluntary reduction in plantings would be continued for perhaps three or four years. In the case of wheat, we look for a cut below allotments of about 12 million acres—and in the case of cotton about 3 million acres.

The plan will permit the sound agricultural program started under the Agricultural Act of 1954 to begin to function as it should. . . . It will remove the crushing burden of surpluses that is our most serious farm problem. . . . It will prevent a further diversion of acres out of surplus crops and onto other producers. . . . It will ease apprehension among our friends abroad over our surplus disposal program. . . . It will protect farm income and promote economic security.

It will reduce by many millions of dollars the storage costs on government stockpiles. If through this program we could work off 200 million bushels of wheat and 2 million bales of cotton each year for the next three years, the savings in carrying costs alone on Commodity Credit Corporation inventory would be about \$400 million.

This is not a device to empty govern-

(Continued on Page 28)



Heavy-duty conversation. (L. to r.) Sylvan Friedman, Natchez, La.; Merton Glover, Porcupine S. D., W. M. Rasmussen, South Dakota secretary, Rapid City; Charles E. White, Oelrichs, S. D.

Below, Arizonans Fred Fritz of Clifton and Joe Coughlin with Nevada President Roy Bankofier, at right.

National Conventionality

The way to really enjoy an American National Cattlemen's convention, according to Roy Bankofier, Fernley, Nev., is to have been chairman of the arrangements committee the year before. "This year I'm really going to relax and enjoy myself," he said. The words might well have found an echo with another former convention host who was in New Orleans—Robert Burghardt, Colorado association president who headed the committee arranging the Colorado Springs meeting of two years ago.

* * *

Best represented town in the United States at the convention, percentage-wise, is the claim made by Albany, Tex., according to Joe Reynolds, one of its representatives. (We haven't any quotations, but we hear several other towns were ready to offer an argument about it!)

* * *

Cruises and travel of all kinds kept convention attendants busy for a few weeks following.

* * *

Orchids to Mrs. E. Thomas of Pinedale, Ariz. At 75 years of age, she not only does her own work but serves, three days a week, as a guide in the Temple of Latter Day Saints in her home town. Says she walks several miles a day conducting tours.

* * *

N. H. Dekle of Plaquemine, La., who did so much to make the 1956 convention a success, felt he was very lucky to be able to be there at all. A few weeks earlier, a butane tank blew up just as he was passing it and he suffered severe burns to his face and mouth; he was hospitalized for 72 hours.

* * *

Good to see Mrs. W. T. Cobb, wife of the late secretary of the Louisiana Cattlemen's Association, at the CowBelle registration desk.

\$1 WAGE LAW EFFECTS SEEN TO HIT FOOD INDUSTRY

The Agriculture Department forecasts that food costs will go up as a result of the new \$1 minimum wage which all employers engaged in interstate commerce must pay their workers. Farm laborers are not covered by the new hourly wage requirement, and it is expected that agricultural marketing will be hit harder than other industries by the law.

FOOD PRODUCTION FASTER

A USDA report on the world agriculture situation shows farms are producing food and fiber at a faster rate than the population is growing. The 1955-56 index of world farm output is at 119 per cent of 1935-39, the pre-war base. The population of the world in midyear of 1955 was 117 per cent of the pre-war base.

Arizona women really stood out at this convention. Ladies from that state won prizes at both the luncheon and the breakfast.

* * *

More than 40 reporters, editors and publishers of major farm and livestock publications, radio-TV, daily newspapers, news services and business publications gave full-time coverage to the New Orleans convention. Two of the country's leading agricultural publications sent three-man crews; the "Wall Street Journal's" Jim Tanner filed several stories; Agriculture Secretary Benson's talk was carried on the full CBS-Radio network, and a cameraman and sound technician were flown to New

Orleans to make television news films for United Press. Nearly 60 reporters gathered for Benson's special press conference, and pictures of the secretary becoming the first member of the national "Beefeaters" club were sent across the nation by Associated Press. Outstanding radio coverage was given by George Shannon, WWL, New Orleans, and Jack Timmons, KWHB, Shreveport, who are the South's leading radio farm editors.

* * *

The Don Fredericks of Gooding and the Lyman Ipsens of Malad are four Idahoans who never got to the New Orleans convention. Unfortunately, Mrs. Frederickson became ill in Kansas City as they were en route, and were unable to complete the trip south. Another well known Idaho delegate absent this year was Leon Weeks,

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One feature read most eagerly is the monthly release "When to Sell & Buy." Thirty-five years of professional experience managing ranches and farms has shown that knowing the right time to sell and buy can result in more net profit than production of ranch and farm products themselves.

For example: On March 1, 1955, the Digest advised cattlemen to sell finished cattle on any price bulge. Cattle prices advanced slightly in March. During April they dropped about \$3.00. In May they dropped an additional \$2 and by July 2 they dropped another \$1. This was a total drop of \$6. Subscribers who followed the Digest advice avoided this substantial loss.

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secretary of the Idaho association. The illness of Mrs. Weeks kept him at home.

Shorty Rasmussen, able secretary of the South Dakota association, was called home during the convention, because of illness of his father.

* * *

Glenn and Sylvia Buck, Woodlake, Nebr., arrived just in time to learn of the death of Sam McKelvie. They immediately flew home, thus missing their first convention in years.

* * *

Mr. and Mrs. Alan Rogers (he is chairman of the National research committee) were accompanied to the convention by Mrs. Dorothy Bonny of Ellensburg, whose son is Steve Bledsoe, a very active member of the Washington Cattlemen's Association.

* * *

It may have seemed cold in Louisiana but the Don Shorts reported it was 20 below zero when they left their home at Medora, S. D.

* * *

Mr. and Mrs. L. R. Houck, Gettysburg, S. D., were accompanied to the convention by their daughter, who is a stewardess for United Airlines. After the convention, she and a friend were planning a boat trip from Louisiana.

* * *

Mrs. Jack Dinwiddie of Laramie, Wyo. who has served so well as secretary of the National CowBelles this past year, was the lady with the high white collar. She was suffering from a pinched nerve and her doctor would allow her to attend the convention only if she would wear the collar. She feared she might have to undergo surgery on her return home. (She is the daughter of Mr. and Mrs. Oda Mason, also of Laramie, very regular attendants at the American National's conventions.)

* * *

The Fred Dresslers of Gardnerville, Nev. went separate ways when the convention ended—he to serve as a judge at the National Western Stock Show in Denver; she, planning to return home (before friends cancelled her reservation for her and instead got her a ticket to accompany them to Nassau.)

* * *

SHORT-SHORTS—Mrs. A. D. Brownfield boasting they now have 15 grandchildren. . . . Mrs. Sylvan Friedman and Mrs. Watkins Green arriving with a car absolutely loaded with camellias. . . . Charming Mrs. N. H. Dekle arranging tours for the ladies. . . . Mrs. O. W. Lynam, shopping in the French Quarter, meeting a close friend of one of her school friends.

* * *

Mrs. Ezra Taft Benson, with her husband on his trip to address the convention, said she'd had a set of card recipes put out by one of the CowBelle groups but had lost them and would appreciate receiving some more.

* * *

Wasn't that a beautiful buffet table on the boat trip? It was the idea of Mr. and Mrs. Les Cowley of Shreveport, La.

Louisiana Cattle Future

(Excerpts from convention address of Dave L. Pearce, Louisiana commission of agriculture.)

WHILE LOUISIANA HAD AN established livestock industry and potential for processing long before these industries moved to Chicago and the Midwest, like all the other southern states it suffered as a consequence of the War Between the States until after World War I. As late as 1928 no accurate figures were available on the value of Louisiana livestock. The primary reason was that Louisiana was the last state to achieve tick eradication, which was accomplished in 1937.

The quality of livestock in Louisiana prior to 1937 was deplorable compared with northern standards. There was only a handful of purebred herds and these were of relatively low quality. It was not until the very late 30's that cattlemen had sufficient confidence in the future of cattle to invest substantial sums in high quality animals—and so, in a sense, the Louisiana cattle industry as we know it today is just about 20 years old.

What has Louisiana accomplished during this brief period? We are proud of the record, for it points to limitless potentialities:

1. As a consequence of tick eradication, there has been a great improvement in numbers and quality of beef cattle brought about by many combinations of interests, largely the ideals of producers. From 1930 to 1953, the increase in Louisiana's cattle population was 112 per cent, while the average for the U. S. was only 54 per cent and the average for the western states only 58 per cent.

2. The Louisiana State Cattlemen's Association has lead the way in helping to solve many problems of cattlemen. It has worked constantly to improve the quality of cattle and marketing outlets.

3. The purebred breeders have organized to promote the different breeds. These groups have been of tremendous service to the industry.

4. The Louisiana agricultural experiment stations in cooperation with the U. S. Department of Agriculture have done an outstanding job in solving many problems in breeding, feed, nutrition and management, and in finding adaptable, growthy, palatable and nutritious grazing crops.

5. In 1944, a bill was introduced by me and passed by the legislature to divert a portion of the tax on horse racing in New Orleans to livestock improvement. Unfortunately, it was vetoed. It was re-introduced in 1946 and became a law, with the following results:

(1). Louisiana has a state-wide artificial insemination service, primarily for dairy cattle, at low cost. Results show that Louisiana has fewer dairy cattle than in 1946 but production of milk is considerably higher, and Louisiana, traditionally an importer of milk, is now becoming an exporter.

(2). The small farmer today is able to obtain services to outstanding herd bulls at locations strategically located throughout the state and therefore the quality of beef cattle is improving constantly. Today nearly all beef cattle farmers use only registered bulls.

(3) Livestock shows have played an important role in the industry as to quality and quantity. Louisiana State University has facilities for livestock shows unsurpassed by any other state. Nearly every parish of the 64 in Louisiana has its own show. Outstanding district shows are held at Donaldsonville, Lafayette and Delhi, with the big state show in Shreveport. No state has placed greater emphasis on fairs and festivals as a means of improving the quality and quantity of livestock.

All the improvements and potentials I have indicated were made in spite of artificial handicaps finding their roots in politics, and I have particular reference to the eradication of



Seldom do ranchers get to follow the full course of the streams which begin or flow through their ranches. Last month in New Orleans, at the mouth of the mighty Mississippi, six Montana ranchers jokingly observed that they saw the "north forty" flowing by. It would not have been impossible because the six men are ranchers of Horse Prairie Valley in the Bitterroot Mountains of Montana at the very headwaters of the Missouri River which winds its thousands of miles toward the Mississippi and the Gulf. Even more coincidental for the six was that of the leading ranchers in the valley only one could not attend the New Orleans convention—Roy Stocker, who was selling cattle that week. Posed for a memorable portrait are, (l. to r.) Dale Metlen, Alex Christie, Jack Brenner, J. E. Selway, James Mansfield and E. A. Boam.

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Bang's disease in Louisiana. All efforts of cattlemen to build a sound and prosperous cattle industry in this state would be in vain if the constant threat of Bang's stayed to gnaw at the vitals of the industry like a cancer. I am happy to say that we have had in operation for the past three years a positive and intense program which will completely eliminate Bang's in Louisiana within the next few years.

In the past 20 years Louisiana has developed an outstanding system of marketing facilities. Only a few years ago most of the slaughtering was done either by the producer himself or a local butcher, instead of in a meat packing plant. These facilities working in close cooperation with packers and large consumers have had a tremendous influence upon the rapid development in quality and quantity of beef cattle in Louisiana. The number of cattle and calves sold through auction markets has increased steadily and figures indicate that Louisiana is fast getting into position to supply its own domestic requirements of beef. Since 1950 the cattle population of Louisiana has increased about three quarters of a million head, and today packers and local slaughterers buy approximately 76 per cent of all cattle and calves sold by auctions.

Louisiana's Department of Agriculture maintains for the convenience of farmers what is called the "Market Bulletin," which is published weekly and affords farmers an additional means of selling their products.

Many Louisiana cattle farmers, in addition to their own calf production, are turning to the fattening of cattle by the utilization of cheap surplus grain transported by cheap water rates.

We are now in the fifth of the cattle cycles which began in 1867. This fifth cycle commenced in 1944 and should reach its peak this year or early 1957. The trough or depression in the purchasing power of the value of cattle normally occurs at or near the end of the peak in numbers of cattle on farms, which is another way of saying that the outlook after this year when the cattle cycle will be completed is unquestionably good.

The fact is that the end of the current cattle cycle is occurring at the precise time when more meat will be needed in the South. It is estimated that 28 per cent more meat will be needed in these southern states alone by 1975 and the Department of Agriculture and the 10 southern state experimental stations now project a demand for 156 pounds of meat per Southerner in 1975, which is up from 122 pounds in 1950.

This increasing demand in the South will take place concurrently with an increased demand over the rest of the nation resulting from the end of the present cattle cycle, and over and above this, we in the South would be blind not to envision an ever-increasing purchasing power coming from the great

industrial boom in the South which is almost beyond comprehension. All these factors indicate that southern livestock growers, and particularly Louisiana cattlemen, should fill this need with southern grown livestock, and the desirability for doing so is accentuated by the following known factors:

Curtailed allotments of national cash crops;

Increased government support for growing forage crops;

Better land management;

Increased production of feed grains.

In short, Louisiana is entering a new cattle horizon which is destined to make

the state one of the outstanding of the nation. This is so because the costs of production based on grassland farming are the lowest in the nation. Our health problems for cattle are being solved, the demand for meat in the South is increasing, the population is growing, purchasing power of the individual is higher, the industrial boom is on, the South is going into its own as the gold coast of America, and our own people—particularly here in Louisiana—see and know these things—they evaluate them—they have confidence in them, and they are planning and building in such manner that the cattle industry of Louisiana and the South has a future with limitless potentialities.

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THE STATE PRESIDENTS

B. J. Alderman, president of the Florida Cattle Association, ranches at Grandin, 18 miles west of Palothia in Putnam County. This is mostly sandy country, and Mr. Alderman owns 5,000 acres, 1,500 acres of it drained muckland, and leases 25,000 acres more. He reports he's lived in the vicinity and been a cattle raiser all his life. The 96 brand which he runs was his father's brand, and his grandfather's before that; the present owner of it declares with justifiable pride that it has been in the family 100 years or more.

Of his operations, Mr. Alderman says he produces commercial Angus cattle—mostly for feeders; he himself does very little feeding. He doesn't do much experimenting, "ex-



Mr. Alderman

cept I believe a cross of Brahman blood gives faster growth and gains and better ranging qualities."

He sees "depressed prices and inability to get fair returns for fed cattle" as his state's main cattleman problems. He would appear to be in a pretty good position to know, as he helped form the Putnam County Livestock Raisers Association about 1927; has served as executive secretary, president and state director and in one office or another continuously; is a director of the Putnam County Chamber of Commerce and a director of the county's Farm Bureau.

Mr. Alderman is married to the former Edna Watkins, and they have one daughter, Lorene, who is the wife of R. L. Clay, assistant county agent of Putnam County. They live at Palothia, 18 miles from the Alderman ranch, and they also raise cattle. Their 3½-year-old son is already taking an interest in cattle too, so it looks as though there's another family participant in the business all lined up to keep the record going. That makes Grandfather happy too.

in the South, explaining how depleted cotton land can be restored to other vegetation profitable to the cattle industry. One of his main concerns is to improve the quality of cattle in the South. Most of the cattle have Brahman blood.

Mr. McMillian is in the agricultural research department of Swift and Company, Chicago. He presented a clear picture of the relationship between producers and the packers, showing how they depend on each other and pointing out how complex the distribution system is between the supplier and the consumer. He showed a sample of atomic-radiated meat that can be stored at room temperature indefinitely, and had a display of quick frozen meats, trimmed and boned, and recently new on the market.

The Juniors attended selected Senior committee meetings and reported back.

Tuesday morning the Junior Breakfast was held and after the breakfast, the annual business meeting. Here, representatives from different states reported on their respective organizations. President Don Ham gave an interesting report of his Swift-sponsored market study trip to Chicago.

Our main problem seems to be in membership. We discussed ways of increasing our active membership and decided to stage a five-year contest. The state that has had the most members attending over these years will be presented a traveling trophy. F. E. Messersmith, founder of the organization, will contribute the money for the trophy.

Officers elected for the coming year are as follows: George Cross III, Douglas, Wyo., president; Dale Robinson, Ralph, S. D., first vice-president; Everett Bowman, Safford, Ariz., and Tom Jones, Midland, S. D., second vice-presidents; Beverly Berry, Belvidere, S. D., secretary; Kenneth McCoy, Clouterville, La., treasurer; Ralph D. Jones, Midland, S. D., Historian. Everyone had an enjoyable time.

USDA Reports Land Condition

The USDA said last month that about 20 million acres of drouth-hit topsoil of the Midwest is in such condition that it could be blown away between now and late spring. Last season's land damage was 16 million acres, though the pre-season estimate warned of possibility of injury to 26 million acres. A department official points out that the land condition report now made is preliminary; weather and other conditions can change the situation materially. On the southern Great Plains 16.4 million acres are in poor condition, as against 19.7 million acres in bad condition Dec. 1, 1954.

True Sweet-Meats Developed In Oregon

A complete lunch in a candy bar? A new process of making confections, using dehydrated beef and other meats in combination with sugars, has been developed by Ed Coles, secretary of the Oregon Cattlemen's Association. Chocolates containing 33 per cent dehydrated beef were passed for sampling at the New Orleans convention of the American National.

Mr. Coles' thought in patenting the unique candy bar was two-fold: to increase animal proteins consumption now lacking in diets of young people of America, as brought out by former

president Jay Taylor; to utilize large supplies of beef coming to market. The combining of meats with sweets was reported to be a brand-new idea.

FEWER FARM WORKERS

Farm employment is down 2.5 per cent, according to a recent issue of the USDA Farm Paper Letter. Average number of people employed on farms during 1955 was 8,237,000, a 2.5 per cent drop from 1954. Lesser part of the decrease was in hired workers and a little more in family workers. In the week Dec. 18-24, persons working on farms, 6,088,000, decreased about 22 per cent from a month earlier—considered usual for the month.

4-H CLUB WEEK SET

March 3-11 are dates designated for National 4-H Club Week. More than 2,100,000 members in the 48 states, Alaska, Hawaii and Puerto Rico will participate.

JUNIORS REPORT ON THEIR CONVENTION

The Junior American National Cattlemen met in New Orleans Jan. 9-11 in conjunction with the American National Cattlemen's Association. The meetings were held in the Jung Hotel.

G. W. McMillian, of Swift and Company and Rancher Don Bartlett of Como, Miss., addressed the group. Mr. Bartlett led a very interesting discussion on the prospects of the cattle industry



George Cross III of Douglas, Wyo., the new president of the National Junior Cattlemen, is congratulated by Donald Ham of Piedmont, S. D., the retiring president.

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USDA Hamburger Buying Concluded

With a January 13 report of USDA purchases of 5,475,000 pounds of frozen hamburger for school lunch distribution, present buying under the previously announced (Dec. 9) program is completed. The new amount, plus the previous purchase of 6,725,000 pounds, bring the total to 12,200,000, bought with Section 6 funds of the National School Lunch Act.

This is in line with action advocated by the American National.

The latest purchases were made at prices ranging from 30.97 to 34.97 cents a pound, based on consideration not only of prices at f.o.b. points but also at prices at points in relation to areas where the products are to be used. The hamburger is made from U. S. commercial or higher grade steer, heifer or cow carcasses, packed in 50 to 60-pound boxes, delivered Jan. 23-Feb. 24. The awards last announced were made to 17 bidders out of 36 who offered a total of 11,025,000 pounds.

URGES GOV'T BUYING

A group of cattle feeders from many sections of the nation gathered in Denver recently to make plans for presentation to Washington officials of a special program for increased buying of heavy choice beef for military, school lunch and foreign aid purposes.

Winter Livestock Care

Infestations of lice may cause sizable drops in beef production, warns the American Veterinary Medical Association. Treatment should be given in the fall, but if cattle show signs of losing hair or itching during the winter, sprays can be used on warm, sunny days that sometimes occur even during cold months. The animals should first be examined by a veterinarian, however, to make certain that the trouble does not stem from ringworm or some other skin disease.

* * *

Another AVMA warning concerns the use of sulfa drugs for pneumonia among livestock at this time of year: "These drugs are highly potent—valuable when used properly. But in inexperienced hands, and given in the wrong amounts, they can throw an animal off feed and even cause serious kidney injury." If pneumonia symptoms develop, the first step should be obtaining an accurate diagnosis, and then treatment should be given by a veterinarian or under his guidance, the association suggests.

NOVEL IDEA

Northern Plains Roundup, a market letter published at Alliance, Nebr., has hit on the novel plan of offering its publication to subscribers at a reduced rate and suggesting that the subscriber send the balance saved to a cattlemen's organization of his choice. The subscription rate is \$15 with \$5 to the association. The American has received several of the \$5 donations.

AT THE SECRETARIES BREAKFAST



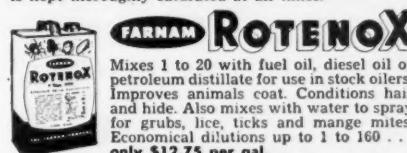
(L. to r.) Mrs. J. M. Keith, Arizona; A. P. Parham, Louisiana; Bernadine Stecklein of the Denver staff; National Executive Secretary Radford Hall, Denver; Mrs. Myrtle A. Black, Denver office manager.

Lower view: W. M. Rasmussen, South Dakota; Robert Hanesworth, Wyoming; Willard Lund, North Dakota. In left foreground, Sue Wittstruck, Denver; Marion Pelissier, editor North Dakota's "Bar North."



At last, a low cost, completely automatic cattle oiler! Easy to install. Attaches to any post, anywhere. No service problems. Just fill it and forget it. 5-Gal. oil supply lasts for weeks. Entire mechanism built to last for years . . . Animals can't tear it up.

GIANT 3" MARINE ROPE, specially treated, acts as wick. Holds full quart of oil. Provides perfect rubbing and scratching surface. Oils cattle thoroughly. Wears like iron. Cattle using oiler trip "oil release valve", and a measured amount of oil flows onto the rope wick from 5-Gal. supply tank. Thus, rope wick is kept thoroughly saturated at all times.



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ASSN. NOTES

At a recent meeting of the board of directors of the **Washington** Cattlemen's Association, it was voted to send \$500 to the National Beef Council.

Recent local meetings in Washington included: **Douglas County** Cattlemen, at which Walt Madson of Wenatchee was named president; Howard Sachs, Rock Island, vice-president; Merrill Mordby, treasurer; Al Estep, Waterville, secretary . . . **Lincoln County** Livestock Association, where Clifford Olinger of Rocklyn became president; Robert Kirkwood, Davenport, vice-president. . . . **Pend-Orielle County** Livestock Association, which named Neil Parks to the presidency; Dale Visser, vice-president; Art Ries, secretary; Roy Rednour, treasurer; all are from Newport. . . . **Whitman County** Cattlemen, who named Alvin Swift president; Floyd Bloomfield vice-president; Clint Luce secretary. . . . **Spokane County** Livestock Association, where Tom Dashield was reelected president; Ray Meenach,

Valley Ford, vice-president; Vernon Hecht, Rockford, treasurer; Owen Jacklin, Opportunity, secretary.

The **Colorado Cattle Feeders** Association, at its first annual convention in Denver last month, unanimously re-elected Martin Domke of Greeley president. Other officers named in the election: Louis Bein, Berthoud, first vice-president; Ken Monfort, Harvey Bolinger, Milt Nelson and Jake Miller, area vice-presidents. Frank Hartment of Denver will remain the executive secretary; Melvin Dinner, treasurer.

A convention highlight was a panel discussion on beef prices for the coming year; the moderator was Howard Linger, executive secretary of the Denver Livestock Exchange.

Officers of the Nebraska Beef Council have been re-elected at an Omaha meeting. They are Chet Paxton, Thedford, chairman; Mel Todd, Union, vice-chairman; Bob Howard, Alliance, secretary-treasurer. N. T. Tiemann was named chairman of a publicity committee to plan promotion campaigns.

In a recent meeting, the following officers were elected for 1956 by the **Northeastern Colorado** Cattlemen's Association; Alex Fiebig, Atwood, Colo., president; Clifford Sherwin, Sterling, vice-president; M. E. Hartway, Sterling secretary.

The **Okanogan** (Wash.) National Forest Grazing Advisory Board recently adopted a resolution asking that full authorization of the Granger-Thye Act be appropriated each year; that no reduction in appropriation be made because of a carry-over of unobligated funds by the Forest Service; that additional funds be appropriated as needed to activate Forest Service long-range improvement plans, including but not limited to, all range improvements, research reseeding, etc.

The board of directors of the **Sandhills** (Nebraska) Cattle Association recently approved plans for a membership contest. Prizes will be awarded to persons bringing in the greatest numbers of new members between the dates of Jan. 1 and the end of May, when the group is to hold its annual convention.

About 30 prominent Oklahoma stockmen and farmers, including several leaders of the Oklahoma Cattlemen's Association and the American National, will make a three-week tour of the Soviet Union in May. The tour is sponsored by the "Daily Oklahoman," Oklahoma City newspaper. Although other farm groups have visited Russia, this will be the first tour in which cattle raising and feeding will be of top interest.

The executive committee of the **Oregon** Cattlemen's Association met some weeks ago at Prineville, with a turnout of some 50 members and county representatives. Total state membership the past year was reported at 1,210; numerous county groups are planning or have already launched membership drives in an effort to push the mark over 2,000 in 1956.

Oregon's 1955 Cattleman of the Year is **Lawrence J. Horton**, whose ranch lies in the state's Poe Valley. Mr. Horton is an active member of numerous local and county cattlemen's groups, as well as the Oregon Cattlemen's Association and the American National.

The **Nebraska Stock Growers** Association has announced appointment of Robert F. Chinnoch as field representative. He is a graduate of the state university and an army veteran.

STOCKMEN'S TOUR MAPPED

The Record Stockman, Denver weekly, is sponsoring a tour of Hawaii, Australia and New Zealand, to start Mar. 18 from San Francisco. Information is obtainable from the paper.



A trio of state association presidents. (L. to r.) Dorris Ballew, Natchez, Miss.; J. B. Smith, Pawhuska, Okla.; Harry Blair, Sturgis, S. D.

Below: Oklahomans Mrs. Ted McKernan, Mrs. Chas. W. Labadie and Mr. McKernan visit with Carl Neumann of the National Live Stock and Meat Board, Chicago.

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Miss. Supports Beef Council Work

BUILDING UP DEMAND AND merchandising of higher quality beef were high points of discussion at the Jan. 19-20 convention of the Mississippi Cattlemen's Association in Jackson. The cattlemen called for a voluntary deduction of 10 cents per head on cattle sold at various markets to support promotion work of the National Beef Council. In another resolution, the cattlemen voted for creation of a state livestock department under a livestock commissioner, and for reorganization of the state's livestock sanitary board to include presidents of all livestock and poultry and breed organizations.

The Mississippians have re-elected C. D. Maddox of West first vice-president. (President Dorris L. Ballew of Natchez was elected last year to a two-year term.) Other vice-presidents are Donald Bartlett of Como, R. H. Means of Scott, Frank Brumfield of Inverness and Harold Council of Greenville. Paul F. Newell is secretary and E. E. Grissom the assistant secretary; both men are of State College.

The organization's resolutions urged licensing and bonding of livestock marketing agencies and licensing of all auctioneers, dealers and facilities for handling of meats. The cattlemen also asked for expanded research work in state institutions; recommended voluntary calfhood and adult vaccination of beef cattle against brucellosis, rather than compulsory testing and slaughter of adult cattle. They asked for added research on livestock disease and management problems by the USDA and state experiment stations.

Speakers included Tom Glaze of Swift & Company's research department; Oklahoma Cattleman Charles H. Codding, Jr., of Foraker, discussing performance testing profits; participants in

a panel discussion of the future of beef production in Mississippi. Harold F. Breimyer, USDA statistician from Washington, brought out the fact that the South has led in the recent increase in cattle numbers.

Georgians Seek More Research

AT THEIR ANNUAL MEETING Jan. 5-6 in Waycross, members of the Georgia Livestock Association named C. E. Williams of Griffin president to succeed George Bible of Kensington; Herbert Williams, Jr. of Sylvania, vice-president; W. "Tap" Bennett, Savannah, secretary.

Convention actions included a decision to work with the state legislature to obtain money for construction of four livestock pavilions, and a resolution aimed at getting the state to match federal funds for research work. The group took the first step toward setting up collections through the Georgia auctions for the National Live Stock and Meat Board. (This marks the first time that the state has taken any action to obtain funds for the meat board.)

Cattlewomen who attended the meeting formed the Georgia CowBelles while at Waycross. They elected Mrs. R. J. Brewster of Waycross to serve as their first president and Mrs. C. L. Cross of Colquitt as first vice-president. Mrs. W. Tap Bennett was elected second vice-president; a secretary will be named later.

NAMED TO HALL OF FAME

Five men have been voted into the National Cowboy Hall of Fame: Will Rogers, cowboy humorist; Charles Goodnight, Texas trail driver-cattleman; Charles Russell, Montana cowboy artist; Theodore Roosevelt, who was a North Dakota cattleman for a time and later, of course, president of the United



Casey Tibbs, world's champion saddle bronc rider, says...

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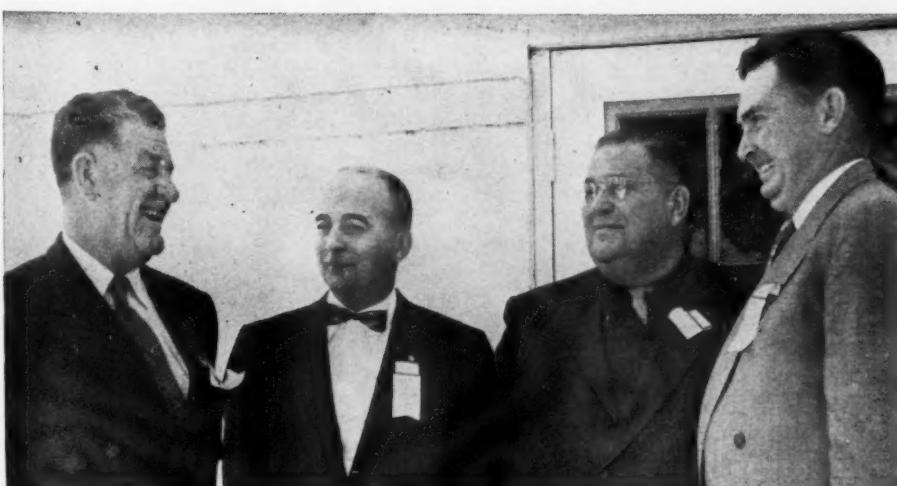
See your Lee Dealer.

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States; Jack McClure, Texas rancher and roper. G. R. Milburn of Grass Range, Mont., newly elected first vice-president of the American National Cattlemen's Association, represented his state at the recent dedication of the Hall of Fame building site in Oklahoma City, where these first men were chosen for honors.

PACKER MOVES OFFICES

General offices of John Morrell & Co. have been moved to Chicago, following a vote by the board of directors that central location.



Officers of Georgia Livestock Association, which met Jan. 5-6 at Waycross. (L. to r.) W. "Tap" Bennett, Savannah, secretary; Herbert Williams, Jr., Sylvania, vice-president; C. E. Williams, Griffin, president; George Bible, Kensington, outgoing president.

Arizona will host the 60th annual meeting of the American National. Here, Connie (Mrs. Bill Jr.) Cook of Wilcox poses with the "Phoenix in '57" poster at New Orleans. Mrs. Cook, who is model for the Li'l Dudette cartoon, is a ranch woman who finds time for many activities.



Arizona Hereford Picture

By Vivien Keatley

VOU can drive through Arizona without seeing a cow. But they'll be there—on the plateau ranges of northern Arizona's timber country, hidden under Zane Grey's fabulous Mogollon (or Tonto) Rim, scattered through the cactus-dotted deserts, grazing on the lush grasslands of the San Rafael Valley. Cattle are Arizona's No. 2 farm-ranch crop, second only to cotton as an income producer. And Arizona holds the world's record in cotton yield per acre.

Every type of cattle is raised in Arizona, including all known cross-breds. But the red animal with a white face, white markings on crest, brisket, underline and switch, is still the "bull of the pampas," in Arizona's cattle picture.

Behind the predominance of the Hereford in Arizona there's a story.

On Mar. 8-9 members of the Arizona Hereford Association will consign and sell in Tucson, at the Southern Arizona Hereford show and sale, some of the nation's finest range-bred and range-raised Herefords. There'll be a few herd sire prospects and some fine heifers. But most animals will be bulls ready to go to work.

On April 4-6 cattlemen from all over the world will converge on Tucson for the National Hereford Congress. They'll see the Arizona Hereford picture for themselves, literally "on the hoof."

For the congress, Arizona Hereford breeders teamed up with the University of Arizona animal husbandry department to offer a demonstration to visiting cattlemen on how to put better beef on the table at a lower price, leaving a margin of profit for the cattlemen who raise the product.

Last fall they bought the pick of young Hereford calves from the Yavapai calf sale near Prescott to use in a feeding demonstration supervised by

the university staff. Varied rations will be fed these calves. Results of the controlled feeding will be shown congress visitors.

Primarily Arizona breeders are concerned with putting better beef on the table at the lowest possible production cost. Many believe the answer, in Arizona, starts with a good Hereford cow. Add a registered Hereford bull, practice good range management, pray for rain, and they figure you've solved the nation's beef problem as far as Arizona is concerned.

When the Arizona Hereford Association was formed, Arizona range cows produced 249 pounds of beef per cow, the calf crop was about 70 per cent, and range calves averaged around 357 pounds in weight. Today a range cow in Arizona produces 325 pounds of beef a year, the calf crop is 74%, and range calves weigh 415 pounds.

Hereford breeders, with the cooperation and leadership of the University of Arizona's animal husbandry department, started feeder type studies and fattening individual steers back in 1934-35, and continued the study through 1940-41.

They set out to prove there was a dollars-and-sense reason for buying better bulls, closer culling, and aiming for greater uniformity in commercial herds. Range outfits, during the feeder studies, were asked to enter from 10 to 15 feeder calves. These were conditioned at the university and then judged as feeders at the Tucson spring show and sale.

Competition didn't end at the show. Calves were then fattened by the university to compete, again, in economy of gain and in killing efficiency. Results of these studies and tests are credited with upgrading the entire livestock industry of Arizona—among all livestock producers, whatever their favorite breeds.

Arizona's cattle industry is one of

the nation's oldest, dating back to the early 1700's when cattle introduced by Father Eusebio Kino scattered across the semi-arid lands of the state. This ubiquitous missionary brought cattle, horses and sheep as well as the Cross to the Indians of Sonora, which then included much of Arizona. He laid the foundation for the livestock industry of the West.

Until after the Gadsden Purchase of 1853, there was little reason to brand Arizona cattle. There was no population, and no market for beef. Hides and tallow from the long-legged cattle could be sold, but not much else. These critters, at 4 or 5 years of age, produced a carcass of about 500 pounds—about what a 12-15 month-old Hereford produces today. There were no pastures, and corrals and ranch houses were few and far between.

Following the War Between the States Americans began to drift big herds into Arizona territory, mostly from Texas. Local markets developed—mining camps and military posts, mostly. By the time the railroads reached the territory in the 1880's there were plenty of cattle to ship to markets in the cities of the Middle West and East.

From the time a roundup started until cattle were delivered to the railroad, animals were held in day and night herds. Nobody cared about quality, or trying to breed animals adapted to rugged Arizona range conditions—until competition developed in the beef industry.

Today the most striking fact about Arizona's cattle industry is its progressive regard for its range. Only about 12 million acres of Arizona are privately owned. It has more acreage in Indian reservations than any other state. Of its total land area of more than 72 million acres, about 62 million are used for grazing around 850,000 beef animals a year. In Arizona, it takes a lot of acres and a lot of good management to graze a cow unit profitably.

A typical ranch is made up of a combination of patented, state lease, Taylor grazing and forest permit land. In much of the state it takes 100 sections to run 600 head. In the better areas, under proper range management, from 15 to 20 acres will support a cow unit.

Arizona is a cattle state—and the leading breed is Hereford. In 1954 over 462,000 head of cattle moved out of the state, 121,000 were slaughtered, and 248,800 head were brought into Arizona as feeders in the irrigated river valleys. Over 335,000 cattle and calves were marketed for \$60,000,000.

The Arizona Hereford Association's first "show window" and feeder studies encouraged improvement of all cattle in the state. It created a state-wide interest in livestock shows. When this interest became so great that it out-

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grew facilities in Tucson, the Arizona National Livestock Show in Phoenix came into existence. For its 7th and 8th annual shows, the Arizona National won the greatest recognition possible; it was designated one of the country's ten Hereford Register Of Merit shows.

Through their continued efforts Arizona Hereford Association members obtained improved facilities at Tucson. Last year, the new, modern livestock exhibition barn was completed at the Pima county fair grounds, financed without one penny of tax money. The Southern Arizona Hereford Show and Sale was revived, and proved a successful revival. The new livestock building was financed by the Pima County fair commission, the Tucson rodeo commission, the Tucson horse show—and the Arizona Hereford Association, which contributed \$3,500 of the \$45,000 cost.

This year a new show and sales arena has been added. Its first use will be the Southern Arizona Hereford show and sale, Mar. 8-9. And for Apr. 4-5-6, these new facilities will be headquarters for the world's largest registered livestock meeting, the National Hereford Congress.

CCC Feed Furnished To Calif. Flood Victims

To the first week in January, 292 tons of emergency feed grains had been distributed to cattle owners in California whose animals were cut off from regular feed supplies by December floods in the state. The government-owned grain was being made available at points of storage for relief in the disaster area. Most of this feed was corn and barley.

CORN STORAGE PROGRAMMED

The USDA announced on Jan. 20 that it is moving to assure adequate country storage for take-over next summer and fall of 1955-crop corn now going under price support loans and purchase agreements. Freeing of country storage space will be accomplished through reconcentration of storable corn into terminal facilities from CCC bin sites and country warehouses. If this plan does not free sufficient space, enough additional emergency bin-type storage will be bought by CCC as early as possible in the year, to insure time for erection before the bins are needed.



Conventioners Louis Beckwith, Kadoka, S. D.; Joe Watt, Moorcroft, Wyo.; A. D. Brownfield (a former president), Deming N. M.; Dan Fulton, Ismay, Mont.

Lower view: resolutions committee leaders with (left) Gerry Schwanke, secretary; Don Short, chairman, Medora, N. D.; W. D. Farr, Greeley, Colo.; John Baumgartner, San Martin, Calif.; Roy Young, Elko, Nev.

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BREEDER'S SUPPLY CO. COUNCIL BLUFFS IOWA

HAIR-RAISING TALE

At Rocky Hill, Conn., a Guernsey cow named Hairyette (come again!!) has given birth to two heifers which are bald. This is considered quite a feat, since only one in 100 million cows is born hairless.

Secretary Benson

(Continued from Page 18)

ment warehouses so they may be filled again. In future years we must avoid, as we would a plague, farm programs that would encourage a buildup of new price-depressing surpluses.

How the Plan Works

The second part of the soil bank proposal is pointed both toward achieving needed adjustments in land use and overcoming some of the problems created by acres already diverted out of surplus crops. This part is called a **conservation reserve**.

Under the pressure of wartime incentives, large acreages have come into cultivation which sound conservation would have reserved in forage, trees, and water. We do not need these acres today in harvested crops. The wiser use of the land, particularly where it may blow or erode, is to return it to soil-conserving cover.

The conservation reserve is proposed both for these lands and for alleviating the diverted acres problem.

This also is recommended as a voluntary program. Farmers will be asked to contract with the government to shift land out of cultivated crops and into forage or trees and, where feasible, to ponds and reservoirs. Any farmer will be eligible to participate, regardless of the crop he grows or where his farm is located. He will be paid a fair share of the cost of establishing the forage or tree cover-up to a specified maximum amount per acre that will vary for different regions. Further, as the farmer reorganizes his farm along these soil-conserving lines, we recommend that the government provide certain annual payments for a period of years related to the length of time needed to establish the new use of the land. Here, as in the acreage reserve program, we would not let the farmer's coopera-

tion impair his historic acreage allotments.

In return, the farmer will agree that any acres he puts into the conservation reserve (part two of the soil bank) will represent a net reduction in his cultivated acres, and will be in addition to any land he may have in the acreage reserve (part one of the soil bank.) He will agree to refrain from reverting these acres to cultivated crop production—AND WILL FURTHER AGREE NOT TO GRAZE THEM FOR A SPECIFIED PERIOD OF YEARS. The grazing restriction is specifically for the protection of livestock producers, particularly cattlemen and dairymen, at this time when their production is large and their prices are depressed.

The President has expressed the hope that about 25 million acres may come into the conservation reserve program—with as much of this as possible being brought in this year.

It will result in improved soil and water conservation for the benefit of both this and future generations not yet born. . . . It could increase our supply of timber resources on the farms and the other benefits of expanded tree cover. . . . It will provide immediate protection for crop producers who have been burdened by diverted acres thrust upon them. . . . It will alleviate the stimulus to over-rapid increases in livestock resulting from feed grain production on diverted acres.

In combination with part one of the Soil Bank it will help, during the next several years, to achieve a temporary reduction in total agricultural production.

Plan Is Temporary

I wish particularly to emphasize the temporary nature of any such reduction. In the not-so-distant future we will need much greater output of farm products than we have today. But until the surplus accumulations can be

worked down, until a better balance can be re-established between different products, some moderate drop in total output will help materially to improve prices and increase agricultural prosperity. Meantime we are storing fertility in the soil.

We can give no hard and fast estimate of how much the soil bank will improve prices and incomes. But, I repeat, our economists estimate that prices would now be perhaps 10 per cent higher than they are—if we did not have the surpluses. And they calculate that last year's farm income could have been about 20 per cent higher—a gain of more than \$2 billion.

I have covered only the first point of our nine-point recommendations to the Congress. I have chosen specifically to emphasize the soil bank proposal because of its importance. We need it—and we need it now—so that we may get out from under the burden of surpluses and let our sound, long-time program started with the Agricultural Act of 1954 work as farmers and ranchers have a right to expect it to work.

The second of the President's recommendations to the Congress covered several proposals to speed up and increase our surplus-disposal activities. I intend to seek expert help from the nation's top-flight executives in the merchandising fields. With their cooperation, it is my hope that we will be able to devise vigorous campaigns to move surpluses into consumption at an accelerated rate.

The third recommendation contains proposals designed to strengthen our individual commodity programs, such as corn, wheat, cotton, rice and dairy.

The fourth item suggests that Congress may consider setting a dollar limit on the size of price-support loans to any one individual. The purpose of this suggestion is to strengthen the competitive position of our traditional family-size farms.

The fifth recommendation is prompt enactment of the rural development program designed specifically to promote the interests of our many low-income farm families.

The sixth deals with the Great Plains program directed toward the problems of improved land use and more economic farm and ranch organization in this uncertain-climate area.

Number seven calls for sharply expanded research to find new crops, new markets, new uses, to improve the efficiency of our agricultural marketing system, and to expand our backlog of fundamental scientific knowledge.

The eighth point deals with credit. We are determined that an adequate supply of credit will be available to our farmers and ranchers at all times. It is needed especially for young men—veterans particularly—who are just getting started in farming.

The final recommendation is for legislation to refund the Federal gas tax to farmers and ranchers on the gasoline they use on the farm.

Taken in its entirety, the President's



No place for frowns or dignity as Agriculture Secretary Ezra Benson (at right) became the first member of the new "Beefeaters" Club of the National Beef Council, while at New Orleans. With him are (l. to r.) Forest Noel, Lewiston, Mont., executive director of the council; Edwin Karlen, Columbia, S. D.; Retiring National President Jay Taylor of Amarillo.

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agricultural message embodies the changes necessary to meet honestly and straightforwardly the farm and ranch problems of these trying times. It is a program that protects the interests and the income of the many farmers who are asked temporarily to cut production. It protects other farmers from acres that might otherwise be dumped upon them. It protects livestock producers from serious and undue competition they otherwise would have. It points toward conserving and enhancing our agricultural resources for the benefit of all. It is a program for the welfare of the family farm.

We have been earnestly studying the farm problem for many months. This nine-point program building on our present program has been developed from a broad base. It merits and will receive bi-partisan support. It is designed to meet the urgent needs of our farmers today in a way consistent with our basic traditions. It offers no nostrums or panaceas. Our farm folk want none. Farmers expect programs that are economically sound and fair to all our people. They want these programs on a voluntary basis with the government cooperating not dictating—programs which help them to help themselves. This program meets all these requirements.

In the words of the President:

"This program offers a workable approach to reducing the surpluses, bringing production and markets into balance at fair prices, and so raising the income and advancing the security of our farm families.

"Should this program be enacted, its degree of success will be dependent upon the degree of farmer participation and upon a common determination to work together in ridding ourselves of burdensome surpluses. With such a spirit, this program will speed the transition to a stable, prosperous, and free peacetime agriculture with a bright future.

"Again I urge upon the Congress the need for swift legislative action on these recommendations, in the interest of our farm people, in the interest of every American citizen."

We appreciate your advice—your cooperation. This program is your program. With God's help we will move ahead to a brighter day for American farmers.

I pledge to you that I shall never knowingly advocate any program or policy which I believe is not in the best interest of farmers and fair to all our people—regardless of any political pressure. And I shall perform the duties that are my responsibility in full faith to the American people, as God gives me the wisdom and the strength to do.

Of all endeavors, few are worse
Than saying what one thinks in verse.
But, challenged thus, we oft' can do
Rhymes that nevertheless are true.

—Dan Hanson.

Testifies At Soil Bank Hearing

F. E. Mollin, retiring executive secretary of the American National, read a statement for the association last month before the Senate Committee on Agriculture in Washington. Subject of the hearing was the recently proposed "soil bank" legislation.

Referring to the representative nature of the National Cattlemen, Mr. Mollin quoted the resolution adopted by it in annual convention: "That soil bank acreages not be used for grazing livestock or for the production of such forages as hay, silage or seed under any circumstances."

He called attention to the fact that any land devoted to grass production can be utilized only by cattle, sheep or horses, unless used strictly as a green fertilizer. "Further, that only approximately 8 or 9 per cent of the corn raised in this country is fed to cattle, whereas almost twice that amount is fed to poultry, and approximately five times that amount is fed to hogs. Consequently, land taken out of corn and planted to grass would actually produce much more feed that could be used for livestock than were it to remain in corn; and of course the same statement can be made even more forcibly with respect to land taken out of cotton and planted to grass."

Citing grave price declines on its product, the cattle industry, said Mr. Mollin, "is sticking by its guns and maintaining its traditional position of opposition to government controls of any kind and especially price supports or direct subsidies.

"It is self-evident that the decline in cattle prices is the direct result of an oversupply. The demand for beef is at a record high, but the fact remains that the market has been almost constantly oversupplied throughout the past year or two, with the resultant deadly effect on prices."

Mr. Mollin offered statistics to show that the meat needs of the nation are being adequately met now. The cattle industry has, he pointed out, accepted an already substantial shift from basic crops to livestock production—"but the proposal to shift at least 25 million more acres . . . with the aid of government payments cannot now be successfully put into effect . . . "This is particularly true in view of the fact that beef is a non-storable, perishable commodity.

"We submit that it would be most difficult to police the use of land planted to grass even with the fullest cooperation of the land owner or tenant. Where there is lush grass and livestock in the same area, they have a way of getting together. Some drastic penalty must be provided to insure protection of the cattle industry against a stimulant to production that at this critical period could drastically damage the whole industry."

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MAYBE HE KNOWS

An animal pathologist at the Vermont Extension Service in Burlington says it's a mistake to be too trusting of a bull's disposition. He thinks they're all unpredictable—even the tamest—and that they get worse with age. His advice: watch out when near one, and never tease him.

Through a Ranch House Window

By Dorothy McDonald

I know those of you who, like myself, were unable to go to New Orleans will appreciate the fine and vivid report of the meeting by Sue Field in this month's Chimes. Does it make you too feel that you'll manage, somehow, to be there in 1957? I guess it should.

Because our industry is so widely scattered geographically, it is sometimes easy enough when everything is going well to let our interests get a bit scattered, too. But when we face the sort of problems that 1956 seems destined to bring our way, we all at once realize that anyone with beef to sell has a lot in common with everyone else who is in the industry. It's a time to stand shoulder-to-shoulder with our men-folks and with other CowBelles. . . . to rack our brains for new and better beef promotion ideas. . . . and to put them into force.

No doubt a lot of good ideas on the subject came out of that "Mrs. CowBelle of 1956" contest in New Orleans, and I expect they will be made available to state and local groups all over the country soon. But the ideas, no matter how good, aren't enough. It's the execution of those ideas that counts. It's how your interpretation of those ideas affects the housewife in your community when she goes down to the super-market that sells our product.

It probably won't be easy; few things worth-while are easy. But it's a challenge that has to be met if we're to move enough beef over the counters this year to keep ourselves out of the red.

Somehow, I expect the CowBelles' beef promotion campaigns of 1956 will be the biggest and the best ones yet.

* * *

A glance at the Year Book reminds me that there are many state conventions in January, February and March. I hope that as soon as your meetings are over you will send a report and pictures of it to your local cattlemen's magazine AND TO ME. Other groups are interested in what you're doing. . . . and keeping the Chimes up-to-date in regard to new officers, etc., is one small way in which I can stand with you other CowBelles even though the Ranch House is but a memory and nowadays my windows look out on a small scrubby city street.

* * *

May all the obstacles that lie in the path of our great industry in 1956 prove to be just giant stepping-stones to a better tomorrow!

D.L.McD.

American National CowBelle Chimes

Vol. 4, No. 2

February, 1956

President—Mrs. Fred H. Dressler, Gardnerville, Nev.

Vice-Presidents—Mrs. M. E. Trego, Sutherland, Nebr.; Mrs. L. R. Houck, Gettysburg, S. D.; Mrs. N. H. Dekle, Plaquemine, La.

Secretary-Treasurer—Mrs. Roy Bankofier, Fernley, Nev.

Editor—Mrs. Dorothy McDonald, 7905 Pala St., San Diego 14, Calif.

A MESSAGE FROM YOUR COWBELLE PRESIDENT

I feel most highly honored to have been chosen the president of the American National CowBelle organization for 1956. It is my ambition to serve in the office to the best of my ability and to render all possible service within my power to our great cattle industry.

I wish to offer congratulations to the American National CowBelles and their past president, Mrs. Joe Watt of Moorcroft, Wyo., for outstanding accomplishments this past year. Under Mrs. Watt's very able leadership they have made a wonderful contribution to the beef promotion campaign. They have worked hard and we appreciate all their efforts for this organization.

I want to take this opportunity in behalf of the American National CowBelles to thank Louisiana and her CowBelles for our very successful convention. Thanks to their southern hospitality, it was an occasion we will never forget.

Mrs. Fred H. Dressler,
President,
American National CowBelles.

* * *

Committees appointed by the new president, Mrs. Dressler, to serve during 1956:

PUBLICITY COMMITTEE FOR "BEEF COOKERY"

Mrs. John Guthrie, Porterville, Calif.
Mrs. Clyde Carlisle, Porterville, Calif.
Mrs. Dave Robinson, Coleharbor, N.D.
Mrs. Fred Wojahn, Sentinel, N.D.

BEEF PROMOTION COMMITTEE

Mrs. Jack Wadlow, Whitewater, Colo.
Mrs. R. J. Hawes, Twin Falls, Id.
Mrs. M. H. Williams, Provo, Utah
Mrs. Sylvan Friedman, Natchez, La.
Mrs. Lee Perkins, Richmond, Kans.

OTHER APPOINTMENTS

Mrs. N. H. Dekle, Plaquemine, La. is in charge of the American National CowBelles' Scrapbook, and all state presidents should send her articles and newspaper clippings on their state activities.

Mrs. M. E. Trego will serve as parliamentarian.

Mrs. L. R. Houck will be the public relations chairman.

American National CowBelles National Convention Report

Another National Convention is past history—and what a splendid one this was. They seem to get better every year! There aren't adjectives enough to describe the wonderful hospitality and friendliness of all the Louisiana people who worked so hard to make this meeting a memorable one.

On Sunday at 7 P.M. Mrs. Dekle and her committee welcomed the CowBelles and visiting ladies with a hospitality hour—the bells really rang, with music, songs, refreshments and a chance to say "hello" to many people we hadn't seen since last year, as well as to meet many new and charming 'Belles. Mrs. Fred Wojahn entertained with several delightful numbers with her 20-toned cowbells. Mrs. Helen Gannette, famous guide and hostess, spoke on the origin and history of New Orleans and outlined the planned sightseeing tours through different parts of the city.

The luncheon on Monday featured a style show, most of the models being shown by beautiful Louisiana CowBelles. Mrs. Alton Lambre, in a typical Aunt Jemima costume, passed out delectable pralines to the 665 ladies present, lending an air of the Old South to an already festive occasion.

The CowBelle business meeting, presided over by Mrs. Joe Watt, opened with the beef promotion contest, with

THE NEW NATIONAL OFFICERS



National CowBelle officers for 1956. (L. to r.) Mrs. N. H. Dekle, Plaquemine, La., vice-president; Mrs. Roy Bankofier, Fernley, Nev., secretary; Mrs. M. E. Trego, Sutherland, Nebr., vice-president; Mrs. Fred H. Dressler, Gardnerville, Nev., president; Mrs. L. R. Houck, Gettysburg, S. D., vice-president.

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ODUCER

Mrs. Fred Dressler in charge. These talks brought out a number of good ideas and left us with some choice bits of food for thought. The Arizona CowBelles with "L'il Dudette" rang the bell, and Mrs. Joe Clinton of Hereford, Ariz. was declared to be "Mrs. American National CowBelle of 1956." The judges awarded Mrs. Lou Perkins of Kansas and Mrs. Chester Paxton of Nebraska honorable mention for their outstanding talks.

Mrs. Victor H. Schiro, wife of the acting mayor of New Orleans, presented honorary citizen certificates and a key to the city to Mrs. Watt and to Kitty Cowley, Louisiana state president.

In the evening we joined the cowboys for a cruise on the SS. President up the Mississippi. The 1,700 people on board enjoyed a wonderful buffet dinner, dancing and sightseeing.

The CowBelle breakfast and meeting was held Tuesday, the 10th. I wish I could give you a picture of the flower arrangement—huge shallow bowls of snapdragons, bird of paradise, acacias, accented with grapefruit, oranges, tangerines and kumquats. Corsages for all 426 ladies present were of orange blossoms, tiny kumquats and gold ribbon rosettes. (I should have mentioned the beautiful camellia and rice corsages at the luncheon, too.) There were gifts for everyone, mostly products of the state, such as salt, rice, pecans, canned yams and so on. The door prize was a beautiful painting by Mrs. W. L. Caldwell, a Louisiana CowBelle. (Sorry, I cannot remember who won it!)

Outgoing officers Mrs. Joe H. Watt and Mrs. Jack Dinwiddie were presented beautiful crystal bowls in appreciation of their services to the National CowBelles. The ladies from the Silver Dollar State expressed their pride and pledged their support to their own Anna Dressler, the incoming presi-

dent, by presenting her with a scroll of congratulations signed by 50 National CowBelle members from Nevada and a money bag containing 50 silver dollars for National membership dues.

Another highlight of the convention which the ladies thoroughly enjoyed was the talk by Secretary of Agriculture Ezra Benson in which he outlined President Eisenhower's nine-point program for the ensuing year in agriculture.

The banquet and dance on Wednesday evening added just the right touch to wind up a most enjoyable convention, and everyone present, I am sure, would like to say a personal "Many, many thanks" to the Louisiana CowBelles for all they did to make this one of the finest meetings yet.

—Sue Field, Reporter.

* * *

HERE AND THERE WITH THE COWBELLES

The Southwest Colorado CowBelles met on Jan. 10 at the home of Mrs. Chas. Porter, Lewis. As President Mary Wallace was attending the National convention in New Orleans, the meeting was presided over by Vice-President Rilla King. Leona McCabe reported on the "Calf to Counter" essay contests and stated that more material was needed. All 7th and 8th grade Colorado youngsters are eligible. If interested they should contact Mrs. Nellie Bradfield, Cahone, Colo. Lucille Everett, chairman, appointed local chairmen for each community to be in charge of the bake sale planned for Jan. 21 in Cortez. Plans were made for a potluck luncheon in February. Next meeting of the group was announced for Feb. 14 in Dolores.

* * *

Kern County (Calif.) CowBelles are assembling packets of new beef recipes



A pretty group of Arizona CowBelles in gay convention mood. Top row, (l. to r.) Mae Ricks, Mrs. Earl Stewart, Mrs. Joe Breech. Front row: Mrs. W. S. Power, Mrs. Floyd Stewart, Mrs. Lawrence Bingham.



Mrs. R. J. Brewster of Waycross, the new president of the Georgia CowBelles, formed at the Georgia Cattlemen's recent meeting. Other officers who will serve with her: Mrs. C. L. Cross, Colquitt, first vice-president; Mrs. W. Tap Bennett, Savannah, second vice-president. The secretary will be chosen later.

for California housewives. The beef promotion recipe program originated with this group, and these ladies plan to keep it going during 1956.

A joint meeting of this group with the Tulare CowBelles was set for Feb. 1 at Cawelo.

* * *

In December at Pullman, Wash., stockmen's wives, extension workers, news writers, home economists and CowBelles gathered at Washington State College to take advantage of the short course offered by the department of animal husbandry on "meat."

Mrs. Floyd Bloomfield, chairman of the CowBelles' beef promotion committee, reports: "It was fun, going back to school and learning so many new things about preparing, storing, cutting and cooking meats.

Subjects taken up included Planning for a Week; What Makes Meat Prices; Meat Marketing, Prices and Values. One interesting feature: the presentation by foreign students of their thoughts on meat, and foods of their native lands. There were numerous fine demonstrations and talks. Menu Planning with Meats was an important topic.

Says Mrs. Bloomfield: "I know of no other place that we could get so much information in a week's time for so little money as in the stockman's short course of WSC."

* * *

Arizona CowBelles, in convention at Tucson, have elected Mrs. Harry Knight of Yuma to succeed Mrs. Joe A. Clinton of Hereford. Mrs. Loyce Wariner of Yuma is the new secretary-treasurer; Mmes. Ernest Browning, Wm. W. King and Pete Bartmus, Sr., first, second and third vice-president, respectively.

SORRY! The January issue arrived just as I was ready to put this in the mail. A special apology to the California ladies—news of their convention arrived after our December deadline and was air-mailed at the last minute. All we said about their activities on Dec. 8 to 10 was true, but should have been prefaced by the information that it occurred during their state convention in Red Bluff. Forgive us, please? ED.

* * *

ARE THERE ANY CORRECTIONS?

(Are all the names and addresses of new officers, members of committees, etc., correct as reported in this issue? If not, I'd appreciate corrections in time to bring all lists up-to-date in the March number.—ED.)

NEW UP FILM

A recent addition to the Union Pacific's motion picture film library is a sound-color treatment on the subject of safety, titled "Days of our Years." It shows the tragic effects of accidents on all involved. The UP also has more than two dozen other films on western scenic, agricultural, safety and industrial subjects. These are available to interested groups from the railroad's motion picture bureau, 1416 Dodge St., Omaha 2, Nebr.

SS RULES FOR RANCHERS

By April of this year, self-employed farmers and ranchers may become eligible to collect insurance benefits under Social Security if they have earned as much as \$400 from farming in the calendar years 1955 and 1956. Earnings must be reported and three per cent Social Security tax paid not later than April 15.

HAMBURGER IDEAS

New ways to serve hamburger are dished up in "Our Best Hamburger Recipes" by Martha Logan, home economist for Swift & Company. The small, very attractively put up 40-page booklet contains more than 100 intriguing variations of the all-American hamburger, by itself, with sauces, in salads, as an extender, etc.



Dakotans all, at the National convention. Appropriately, the North Dakotans at top; South Dakotans to the south of them.

ENEMIES OF THE FOREST

Three destructive agents are constant threats to the nation's forests—disease, insects and fire—but of the three, insects and disease are the most destructive, according to Richard E. McArdle, chief of the U. S. Forest Service. He reveals that insects killed seven times as much saw-timber as fire in 1952, and disease three times as much.

The federal government has a budget of about \$6 million a year for forest pest control. Most of this is used for insecticide spraying operations.

PACKERS REPORT EARNINGS

Wilson & Company increased its net income in the fiscal year ended Oct. 29, 1955 about 46% over the preceding year. Profitable pork operations contributed to the showing. Sales declined to \$650,504,180 from \$680,465,733—said to result primarily from lower pork prices.

Armour & Company reported its earnings above a year ago in the fiscal year ended Oct. 29. The net was reported at \$10,107,614; 1954 net income was \$5,064,092. Sales came to \$1,967,709,937 as compared with \$2,056,149,407 the preceding year. The better showing on earnings was attributed to better profits on fresh meat, with heavier marketings of hogs and cattle. Sales were also up on by-products items.

* * *

John Morrell & Company reported net income of \$2,712,589; last year the figure came to \$509,061. Aggregate sales came to \$336,053,082 as against \$306,773,695 in 1954, to set a new record.

PACKER TALKS RESEARCH

The necessity for a never-ending search for new products, new methods and new cost-saving techniques in the meat packing industry was stressed by Porter M. Jarvis, president of Swift & Company, before the annual meeting of shareholders at Chicago last month. He disclosed that the firm had recently purchased 160 acres of land near Chicago for use as a livestock, poultry and feed experimental farm. Research must be always keyed to commercial problems, the packer said, as in the recent availability of large amounts of tallow resulting from heavy cattle runs, which focused attention on new uses of the product.

Mr. Jarvis described the long-range outlook in the meat packing industry, in terms of volume, as favorable, and reminded shareholders that the nation's livestock producers are facing a serious problem because of sharply lower prices. He praised farmers and ranchers for a "tremendous production job."



Connie Cook of Willcox, Ariz., with American National President Don Collins (center) and Steve Bixby, head of the Arizona Cattle Growers, issuing an invitation (which was accepted) for the National to meet next year in Phoenix.

How Armour is helping to put

More Beef

in America's shopping carts

We Americans love beef. So much so that about 51% of the total red meat production in 1955 was beef in one form or another. Being one of the nation's leading processors of cattle, Armour and Company leaves nothing undone to promote the sales of beef to Mrs. American Housewife. And experience proves that when you promote one kind of meat, you promote the sale of *all other meats*.

The Armour Sales Organization, of about 4,000 people, constantly sells retailers on the advantages to be gained in promoting beef. Thousands of meat dealers have been supplied with "Beef Sales Kits"—a complete set of colorful banners stressing the value of beef nutrition, charts showing consumers how to identify the various cuts of beef, and color posters that tease the appetite. As a result, beef sales increase.

Of course, Armour and Company boosts beef sales in many other important ways, too—such as in the constant development of new packaged frozen and canned beef products.

Yes, in every way possible, you can depend on Armour and Company to join with the nation's cattle producers in helping to put more beef in America's shopping carts.



ARMOUR AND COMPANY

General Offices • Chicago 9, Illinois



In the top shot, "convention aides" Del Walker of Baton Rouge and Leslie Cowley, Shreveport.

Below President B. J. Alderman of the Florida association; Mack Maples, former Alabama president.

Hall Addresses

Arizona Meeting

NEW OFFICERS of the Arizona Cattle Growers Association, named at the organization's 52nd annual convention in Tucson last month, are Ernest Chillson of Winslow, president; Bud Webb, Phoenix, first vice-president; Earl Platt, St. John's, second vice-president. Mrs. J. M. Keith is the secretary. Retiring from the presidency to become a member of the board of directors is Steve Bixby of Globe.

Rad Hall of Denver, making his first speaking appearance as executive secretary of the American National Cattlemen's Association, discussed "The American National at Work" before the cattlemen. Nelson Crowe, publisher of Western Livestock Journal, spoke of the cattle market outlook, and Sheriff Ben J. McKinney of Pima County took the subject of Pioneers of the Cattle Industry for his programmed talk.

In actions taken at the convention, the cattle growers pledged support of the National Beef Council's beef promotion work. Earlier, the council's assistant executive director, Miss Jeanne Waite, addressed the membership, de-

scribing activities and aims of the organization.

The 500 cattlemen attending the meeting also voted in their resolutions to ask for quotas on cattle imports with imports to be limited to poundage exported last year; called for study into prospects of lower interest rates on loans to cattlemen; wanted research on the price spread between producers' take and consumers' prices paid on beef.

Also recommended: increased beef purchases for school lunches, the military and foreign relief; restrictions on heavy-equipment prospecting on ranch land.

The Arizona group selected Tucson as a repeat convention site, in 1957.

FARM LOANS UP

The 12 federal land banks, through 1,100 national farm loan associations in the United States (and Puerto Rico) in 1955 issued 61,000 farm mortgage loans to farmers for a total of \$487 million. This was an increase of 21 per cent in number of loans and a 59 per cent rise in amount over the preceding year; it was also higher than for any year except 1934, according to the Farm Credit Administration. Of the \$487 million, \$338 million was new money borrowed—a 50 per cent increase over 1954. The remainder was balances on old loans refinanced by farmers in new loans.

Angus heifers make SUPERIOR MOTHERS

Less calving trouble

Angus heifers have less calving trouble, for Angus calves have smaller, polled-shaped heads. Gives you more calves to sell.

Give more milk

Angus cows are alert, aggressive mothers . . . provide more milk for their calves. Gives you bigger calves to sell. Be ahead! Build an Angus herd! Buy Black heifers!

American Angus Assn., Chicago 9, Ill.



Thousands are switching to Nu-Way Roll Type Applicator. "Split Armor" Steel encased. Easy to fill tube. Trouble-free construction. Cattle treat themselves.

SPECIAL 30 DAY OFFER. 1-Oiler, 1-Gal. Concentrate, mixes with fuel oil, or 1-to 400 with water. Both for ONLY \$18.50. Mail check or money order now.

NU-WAY LIVESTOCK SUPPLY SERVICE
Dept. B, Box 552, Sioux City, Iowa.



At top (l. to r.), Alan Rogers Ellensburg, Wash., chairman of National's research committee; Joe Budd, Big Piney, Wyo.; Bill McMillen, Chicago, who demonstrated new Swift frozen meats; Cecil Hellbusch of Denver.

Lower: E. C. Crofoot, Cottonwood, Kan.; Charles Waugh, Sharon Springs, Kan.; S. S. Barton, Mediapolis, Ia.; Levi H. Reed, Arizona.

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HEREFORD ASSN. REPORTS ALL TIME RECORD LIST

Two hundred and nine Hereford breeders over the nation were named to membership in the American Hereford Association during November and December, 1955. The additions to the official roster sent the total to an all-time high of 26,186.

NEW KANSAS ASSN.

A newly organized breed association is the Eastern Kansas Hereford group, which held its initial membership meeting at LaCygne some weeks ago.

ALA. HEREFORD MEN ELECT

Members of the Alabama Hereford Breeders Association some weeks ago elected Ted Besh of Geiger president; Cliff Bethea, Atmore, vice-president; S. L. Copeland, Montgomery, secretary.

N.E. NEBR. HEREFORD SALE

The January sale of the Northeast Nebraska Hereford Association at Norfolk saw 57 lots sell for \$13,235, to average \$234. The 46 bulls figured \$253, the 11 females \$144. The top bull brought \$500.

WINS MEMBERSHIP TROPHY

M. P. Moore, owner of the Circle M Ranch at Senatobia, Miss. won the American Polled Hereford Association trophy last month as director of the district showing the greatest percentage of gain in new memberships during the recently closed fiscal year. The new lifetime enrollees in the district numbered 142.

WESTERN S.H. MEN ELECT

The Western Shorthorn Association, meeting last month at Denver, elected John Shuman of Deertrail, Colo., to head it for the next year. Dick Hecken-dorf of Littleton is vice-president; Jos. Winkler II of Castle Rock, secretary. The group was addressed by Allan At-lason of Chicago, secretary of the American Shorthorn Breeders Association.



This 1,200-pound Hereford exhibited by Pollock Hereford Ranch, Mountainburg, Ark., took grand championship honors among steers at the Arizona National Livestock Show. (L. to r.) Herman Purdy, judge; Lee TePoel, manager; Clarence Carpenter and Herman Rosenzweig, trophy donors; Topper Largent, who showed the steer.

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RODUCER

February, 1956

BULLS FOR SALE AT PRIVATE TREATY

FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin
Meeker, Colo.

"Our Herefords build the beef where the highest priced cuts of meat grow."

F. E. MESSERSMITH & SONS

Alliance

Nebraska

CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

ABERDEEN-ANGUS CATTLE

Purebred and
Commercial

GRASS RANGE

N BAR RANCH

MONTANA

NEW CLASSIFICATION RULE

Santa Gertrudis Breeders International has notified its members that on or after Apr. 1 all animals presented for classification or sold will be individually numbered so each one may be individually identified prior to classification or issuance of sales record forms and no animals of the same sex will bear the same number in the same herd for a period of 10 years.

ANGUS CONFERENCE SET FOR KNOXVILLE, TENN.

Plans are complete for the second annual American Aberdeen-Angus Conference to be held Apr. 29-May 1 at the University of Tennessee College of Agriculture in Knoxville.

Secretary Frank Richards states the 1956 conference will be devoted to the family-size farm Angus breeder, his problems and future. Last year's initial conference brought visitors from 29 states and two Canadian provinces to the Oklahoma A&M. campus.

S. D. ANGUS SELL

The South Dakota Angus Breeders Association sale at Watertown in January brought in a total of \$15,895 on 51 head to make a \$312 average, with 24

bulls averaging \$366 and 27 females \$266. The top bull brought \$710; the top female \$610.

GA. ANGUS SALE

Lorraine Farms at Macon, Ga., last month sold 52 head of Angus for a total of \$65,470, an average \$1,259. Four bulls averaged \$2,462, 48 females \$1,117. The top bull price was \$4,500; the top female, \$8,500. The animals went to eight states and Canada.



Get the high dollar return for the dollar invested. Start now. Put top efficiency in your cattle operation. Buy quality American Brahman bulls and females. For more information and list of breeders, write:

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AMERICAN
BRAHMAN
BREEDERS ASSOCIATION

1208 Louisiana

HOUSTON 2, TEXAS

BRAHMAN BREEDERS TO BUILD



The American Brahman Breeders Association will begin work after Mar. 1 on its own home. Albert F. Fay of Houston, chairman of the ABBA building committee, is shown giving a polishing touch to a ranch sign marking the site of the new building, on the Houston-Galveston Gulf Freeway.

* * *

The 32nd anniversary meeting of the American Brahman Breeders will be held at Houston, Feb. 23, announces J. T. White of Hearne, Tex., the organization's president.

ANGUS SALE IN GA.

Total taken in at Atlanta, Ga., on a recent sale of the Southeastern Angus Association was \$41,895, with the 65 lots showing an average of \$645. On the 15 bulls the average was \$903, on 50 females it was \$567.

HEREFORD CONGRESS SET

The 1956 National Hereford Congress is being sponsored jointly by the Arizona Hereford Association and the American Hereford Association; it will take place Apr. 4-6 at Tucson.

POLLED HEREFORD ASSN. ADDS 2,174 LIFE MEMBERS SEPT.-JAN.

The American Polled Hereford Association reports addition of 2,175 new members to its rolls in four months. This is nearly twice as many as ever before issued in a full year of the association's history. The record flow of new memberships was received at the offices of the organization in Kansas City between Sept. 1, 1955 and Jan. 1, 1956.

MILKY WAY SELLS LAND

Announcement was made last month that Milky Way Hereford Ranch has leased its 138-acre headquarters at Phoenix, Ariz., for a large shopping center. Owner Alan Feeney stated he will move the operation to his property at Scottsdale, just east of Phoenix.

POLLED HEREFORD ASSN. SETS NATIONAL SHOW

Little Rock, Arkansas, has been selected by the board of directors of the American Polled Hereford Association as the site of the 1956 National Polled Hereford Show and Sale. The event, fall dates of which will be announced later, will offer \$10,500 in premiums—more than at any previous Polled Hereford national event. Co-sponsors will be the American Polled Hereford and the Arkansas Polled Hereford associations.

NEBR. HEREFORDS TO SELL

The Northwest Nebraska Hereford Association has scheduled a show and sale at Valentine, Feb. 13-14.

CHAROLLAISE IN THE NEWS

The nation's first consignment sale of Charollaise and Charollaise-bred cattle will be held during the 1956 Houston Fat Stock Show, Feb. 24. The International Charollaise Association is sponsoring the event principally to give new buyers an opportunity to purchase foundation animals at public auction. The animals are of $\frac{7}{8}$, $\frac{15}{16}$ and purebred Charollaise breeding—all of them either recorded or registered with the International. Thirty-three head will be offered.

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The annual membership meeting of the International Charollaise Cattle Raisers will take place Feb. 24, at Houston. J. M. Chittim is the president.

BRANGUS BREEDERS MEET

The annual meeting of the American Brangus Breeders Association was held Feb. 1 at Fort Worth, in connection with the Southwestern Exposition and Fat Stock Show. Brangus cattle were featured in showing and judging at the stock show grounds on Feb. 2.

BRAHMAN RAISERS SET MEET

The 32nd annual meeting of the American Brahman Breeders Association is to be held Feb. 23 at Houston. A 14-minute color, sound film, recently completed by the association and called "American Brahman Cattle," is to be shown at the meeting.

ANGUS SHOW AT ARIZONA

At the Arizona National Livestock Show last month, 186 purebred Angus were shown, with Ralph L. Smith of Chillicothe, Mo., exhibiting the two top bulls and Dale West of Merrill, Ore., the two top females.

National Western in 50th Showing at Denver

The golden anniversary running of the National Western Stock Show in Denver—the first captained by a new general manager, Willard Simms—took place last month in an atmosphere of crowded and optimistic activity.

A 990-pound Hereford steer was shown to the grand championship by 16-year-old Dorothy Fae Siehl of Grinnell, Ia., and sold at \$3.15 a pound.

Twenty Hereford steer calves shown by Fred C. DeBerard of Kremmling, Colo., took top honors in the feeder carlot competition at the show. The reserve spot went to Myron F. Carlson of Chappell, Nebr., for his Angus steer calves.

The champion carlot of Shorthorn feeders was brought in by Carnahan Bros. of Elbert, Colo., and Josef Winkler & Sons, Castle Rock, Colo., exhibited the reserve champion animals.

The Hereford championship went to Carlstrom Bros. of Walden, Colo.; Larkspur Ranch, Larkspur, Colo., won the Angus reserve award. W. C. Anderson & Son of West Liberty, Ia., showed the junior and grand champion Shorthorn bull.

Karl and Jack Hoffman of Ida Grove, Ia., scored their 11th consecutive championship win on a fat carlot, showing a load of Angus.

The champion Hereford bull came from Straus-Medina Hereford Ranch at San Antonio, Tex. The Angus bull top was shown by Ralph L. Smith, Chillicothe, Mo.

Twelve yearling Hereford bulls from the CK Ranch at Brookville, Kan., won the grand championship among carloads of Hereford bulls; Bridwell Hereford Ranch of Wichita Falls, Tex., took second place with 15 senior bull calves.

ARIZONA NAMES WINNERS

Top honors of the eighth annual Arizona Livestock Show at Phoenix went to a 1,200-pound Hereford steer shown by Pollock Hereford Ranch of Mountainburg, Ark.

In the junior division, grand championship honors went to a 1,000-pound Hereford steer exhibited by Joan Johnson of Gilcrest, Colo.

Clyde Buffington of Gunnison, Colo., took both grand and reserve championships in the competition among pens of five feeder calves.

More than 125 steers competed.

The champion bull was a summer yearling shown by Straus-Medina Hereford Ranch of San Antonio, Tex., and reserve position was to Orvil Kuhlmann of North Platte, Nebr., on a senior yearling.

IOWA HEREFORDS SELL

In the January sale sponsored by the Iowa Hereford Association at Cedar Rapids, 94 animals sold for a total of \$35,025, to average \$373. The 63 bulls averaged \$403, and the champion bull sold for a top of \$1,500. The top female brought \$700.

The Beefmaster



Two-year-old Beefmaster heifer with her heifer calf at Lasater Ranch, Matheson, Colo. Neither cow nor calf received any supplement during life of calf.

Tom Lasater, who ranches at Matheson, Colo. and Falfurrias, Tex. is a rare cattleman. He used the principles of rigid performance testing to build an entirely new, and now officially recognized, beef breed—officially recognized by the USDA though there is no herd-book or registry association.

The name of the breed—Beefmaster—is descriptive of the big, beefy animal with the droopy ears of a Brahman and, in the males, the Brahman hump. It's a cross of Brahman, Hereford and Shorthorn, and members of the breed come in every color, with red perhaps predominating.

The only comment Mr. Lasater makes in favor of any color is that red pigmentation around the eyes carries good insurance against cancer eye and pink eye. Otherwise, he declares bluntly that he considers color unimportant—that outward appearance altogether has little to do with the production of lots of good beef. And the basis of the operation on the Lasater ranches is drastic culling.

The Beefmaster is big and long, the bulls are huge. Mr. Lasater doesn't believe in individual pedigrees, feels the amount of beef he produces efficiently is the only proof he needs that his theories are good ones. Reporting on the 1955 calf crop at Matheson, where all calves were raised under extremely drouthy range conditions and with no supplement given to either the calves or the dams, on Nov. 18 the yearling heifers averaged 914 pounds at an average age of 18½ months.

Heifers in the Lasater herds are bred

to calve at two. If they fail to drop and wean an early calf that year, or in any subsequent year, they're culled without exception. While Mr. Lasater admits it's possible occasionally to lose a good animal that way, it does keep the average at a high level—and he says that's what counts.

He has a six-point breeding standard, under which cattle are selected for disposition, fertility, weight, conformation, hardiness and milk production. Beefmasters are friendly as puppies—Tom Lasater likes the quality not because it's pleasant but because quiet, relaxed cattle gain fast.

He defines hardiness as an animal's ability to maintain itself in healthy, vigorous condition on the range without man's help. Lasater cattle are vaccinated against blackleg, they're dehorned, get a little hay and some alfalfa pellets in winter—and that's all. Single animals that need attention for one thing or another are quickly on the way out.

The results of this performance testing carried to extremes, Tom Lasater is willing to back against the product of any other kind of breeding practices. And the animals are easy and cheap to handle—two cowboys and one of the older Lasater sons (13 and 11) are all the help Mr. Lasater has in working his herd.

THE COVER

A timely shot of some of the cattle American National President Don Collins runs at Kit Carson, Colo.

Major Beef Push

Executives of chain supermarkets throughout the nation were urged early this month to special participation in a "major push" on sales of heavy fed beef and of veal, beginning Feb. 9.

President Don C. Collins of the American National Cattlemen's Association said that the special reminder was being sent by the National Association of Food Chains as a result of requests from producers and feeders through the American National.

Kenneth D. Naden, agricultural counsel for the food chain organization, pointed out that the entire month of February would find supplies of high quality beef and veal available at prices particularly attractive to consumers.

W. D. Farr, chairman of the American National's feeder committee, in discussing the current situation with retail executives recently, emphasized that the supply picture this month was an emergency which producers and feeders did not foresee, caused by the great number of heavy fed steers still to be marketed and coincidental heavy hog marketings.

The USDA has announced some revisions in dates of a series of regional meetings scheduled this month by its five-man advisory group on brucellosis eradication.

The February meetings will occur Feb. 13 at New York City; Feb. 15 at Atlanta, Ga.; Feb. 17 at Chicago. These dates are a week earlier than originally set.

WINTRY DRAFTS EN ROUTE CAN KILL LIVESTOCK

Livestock Conservation, Inc., has a warning for livestock shippers: while an abundance of fresh air is desirable in trucks and rail cars in summer, it is just the reverse in winter. Icy drafts hitting stock on the way to market cause the animals to push together to keep warm, with resulting suffocation and bruise costs to the shipper.

MEAT BOARD FILMS ACTIVE

The National Live Stock and Meat Board has five new motion pictures circulating around the country, all on the subject of meat. The films are "The Right Track," "Our Mrs. Fix-it," "Thanks to Beef," "Pork 'Round the Clock" and "It's Lamb Time." During the summer more than 100,000 people in various segments of the industry saw the films, which were later released for high school, college and adult use, and to reach additional audiences through television.

FOREST FIRE FIGURES

The Forest Service reported last month that there were 8,160 forest fires on federal and other lands within national forest boundaries during 1955, a drop of more than 20 per cent from the 10,462 reported in 1954.

Personal Mention

A five-man group of economists, polled in a recent issue of National Live Stock Producer on the future for the livestock farmer, includes **M. E. Ensminger** of the State College of Washington and **Herrell DeGraff** of Cornell University, both well known to American National members. Professor DeGraff foresees continuing high employment and purchasing power in 1956, assuring continued large consumer demand. Professor Ensminger's prediction includes for livestock producers slightly higher operating costs; market prices at about the same general level as in 1955; plenty of feed, at somewhat lower prices; further technological advances—in short, "a good, but not exceptional, year."

Subject of a four-page illustrated story in the Saturday Evening Post of Jan. 7 is the **Henry Partin** family of Osceola County, Florida. Mr. Partin is an American National member.

Charles S. Laidlaw, manager of the USDA's Federal Crop Insurance Corp., since 1953, has resigned that post to return to private business in Minneapolis.

Wilson Meyer, San Francisco businessman, has been named head of the 1-A District Agricultural Association in California, which operates the Cow Palace and sponsors the annual Grand National Livestock Exposition.

Dr. Harold E. Myers has been named dean of the college of agriculture at the University of Arizona, Tucson. He is at present acting director of the agricultural experiment station, Kansas State College, Manhattan, of which institution he is a graduate. He is a native of Kansas.

Chester H. Lauck, better known as "Lum" of the internationally famous radio and movie team "Lum and Abner" was highlighted at the New Orleans meeting of the American National when he served as master of ceremonies at the annual banquet the third evening of the convention. Since June of 1955 he has been associated with Continental Oil Company as executive assistant; in that position has traveled extensively through the company's 27-state marketing area delivering speeches and carrying out other special assignments for the firm. Besides his career in the business and entertainment fields, where he teamed with Norris Goff, a boyhood friend, Mr. Lauck until recently owned the "Bar-Nothing," a 256,000 acre cattle ranch in southern Nevada.



C. F. Sierk, head of the department of animal husbandry, University of Idaho at Moscow, has resigned to take a position with the Office of Food and Agriculture. He will be assistant chief of this International Cooperation Administration division, at Washington.

James A. McConnell, assistant secretary of agriculture, resigned in late December. He had served as administrator of the Commodity Stabilization Service from February, 1954 until January, 1955. He will continue with the department as a consultant.

A recent bride much in the news because she married a British lord is the daughter of an American National member, **Oliver Wallop** of Big Horn, Wyo. Miss Jean Margaret Wallop married Lord Porchester of England.

Dr. W. L. Popham has succeeded **Dr. Avery S. Hoyt** as director of crops regulatory programs for the Agricultural Research Service. Dr. Hoyt retired Dec. 31 after 25 years with the USDA.

The **Keith Turner** family near Champaign, Ill. was, on Jan. 20, the first farm group ever interviewed by Edward R. Murrow on his CBS "Person to Person" TV program.

George L. Burnett, assistant chief of range management at San Francisco, has been transferred to Manti-LaSal National Forest as supervisor, with headquarters at Price, Utah.

Carlos T. Brown, assistant division chief in the division of operation and management at Denver was transferred Feb. 1 to Ketchikan, Alaska, where he will be division supervisor of the Tongass National Forest. **James L. Wenban**, now at Juneau, Alaska, with the Forest Service, will replace Mr. Brown in Denver. Until 1953, Mr. Wenban was a forest ranger at Lake George, Colo.

Harry B. Coffee has been re-elected president of the Union Stock Yards Company of Omaha.

Harry Darby, former mayor of Kansas City, and long prominent in livestock circles in that city, was recently named to the new position of chairman of the board of governors of the American Royal Livestock Show.

J. W. Christian, general manager of the Omaha plant of Swift & Company, has been elected president of the Omaha-Denver Committee, Livestock Conservation, Inc.

Charles U. Pickrell, **Ernest B. Stanley** and **William Pistor**, all on the faculty of the University of Arizona, were honored at the Tucson convention of the Arizona Cattle Growers when each received a lifetime honorary membership for service to the cattle industry. **Dr. Alfred Atkinson**, president emeritus of the institution, was similarly honored two years ago.

Sam R. McKelvie: This widely known westerner, a former Valentine, Nebr., rancher, former state governor, one-time president of the American Hereford Association and publisher of a number of farm publications, suffered a fatal heart attack on Jan. 6. Mr. McKelvie, who was 75, was living at his winter ranch home near Mesa, Ariz. He was a former member of the American National's executive committee.

Sherman Hunt: This Texas member passed away at Dallas Jan. 14 at the age of 74. He had been actively engaged in ranching in Custer County, Montana, and in the family oil business, until his death.

Ross Perner: Mr. Perner, first vice-president of the Arizona Cattle Growers, long a member of the American National's executive committee and also on the National finance committee, passed away at Seligman early in January. A quiet, kindly man who made his presence felt by being always ready to work for the interests of the industry, Mr. Perner was missed at the New Orleans convention, which his illness unexpectedly kept him from attending.

Elmer C. Barnes: This well known rancher and Angus cattlemen of Cody, Nebr., passed away last month at his New Mexico winter home.

Fred L. Maxwell: Mr. Maxwell, 78, a veteran cattlemen, passed away last month at Fort Collins, Colo., following a stroke.

William H. Danforth: The founder and chairman of the board of Ralston Purina Company, succumbed to a heart attack in his St. Louis home last month at age 84.

J. J. Drinkard: A several-months illness last month proved fatal for Mr. Drinkard, veteran livestock commission man and cattlemen at Denver. He had been a leader in the market there for more than 51 years; he was 77 when death came.

Joseph A. Bixby: Mr. Bixby, long known in the livestock industry at Denver, died last month in Denver after long illness. He had at one time handled publicity for the National Western Stock Show and had been associated with the Record Stockman newspaper. Most recently he was forester for the city of Denver.

True Miller: A prominent rancher-pioneer of Nebraska, Mr. Miller passed away at Lakeland, Fla., where he had resided for the past year with a daughter following the death of his wife. A native Iowan, he made his home many years in Alliance, Nebr.

Guy W. Cooke, prominent Washington cattlemen, died Dec. 31 at his home in Ellensburg, at 64. He was a director of the Kittitas County Cattlemen's Association, which named him Cattlemen of the Year in 1953.